

# Senior Digital Marketing Cover Letter

536 Hayden Walks  
South Allentown, GA 51621

**Dear Royal Gottlieb,**

I submit this application to express my sincere interest in the senior digital marketing position.

Previously, I was responsible for a regular cadence of analytics and reporting, using Google Analytics, social monitoring, and other best practice to report on key metrics and provide insights into customer behavior, engagement, lead conversion, and return on investment.

Please consider my qualifications and experience:

- Very proficient with Google AdWords, Facebook, social media advertising, Excel, and Google Analytics
- Experience with newer social media advertising platforms preferred
- Experience with Tableau, VBA, and HTML preferred
- Hospitality marketing experience
- Word, Excel, Simple html experience
- Strong and broad analytical skillset and critical thinking for site/campaign optimization
- Proven experience with multi-channel website and marketing efforts hands-on experience with Google Analytics, Google AdWords and marketing reporting tools such as Business Objects and Coremetrics/Omniture
- BA in related field, such as Communications, Marketing, Business or Finance

**Thank you in advance for taking the time to read my cover letter and to review my resume.**

Sincerely,

Emerson Prohaska