

Senior Digital Marketing Cover Letter

327 Ryan Orchard South Camelia, RI 38934

Dear Ari Tremblay,

In response to your job posting for senior digital marketing, I am including this letter and my resume for your review.

In the previous role, I was responsible for insights in campaign performance through Google Analytics and Marketo email insights.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Able to adapt to change and think quickly on new project assignments
- Develop a recommendations report that will address all of the short and long term campaign adjustments needed
- Demonstrate effective communication at all times
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access), Omniture, Google Analytics, Experian/Cheetahmail, Salesforce/ExactTarget
- Experience in online marketing, preferably in B2B environment
- Experience in planning/delivering digital strategies encouraging customer retention and customer loyalty
- Experience in lead nurturing campaigns
- Customer journey mapping skills, analysis of touch points

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

Sincerely,

Reese Schneider