

Senior Digital Marketing Cover Letter

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Dear Gray Brown,

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

In my previous role, I was responsible for strategic and innovative solutions for optimizing content based on accenture.com best practices and templates as well as analytics insights.

My experience is an excellent fit for the list of requirements in this job:

- Experience in an online travel agency or airline
- Experience of working with online databases
- Excellent knowledge of e-commerce technology and best practice
- Excellent knowledge of online marketing tools
- Detailed knowledge of digital media
- Excellent understanding of the principles of optimization for digital marketing channels (with particular attention to Search and Email Marketing)
- A change agent who is operationally savvy, with a track record in driving results, continuous improvement and excellence
- Have a passion for understanding customers and building a customer oriented culture

Thank you for taking your time to review my application.

Sincerely,

Parker Abshire