

Senior Digital Marketing Cover Letter

88522 Shelba Road Frankport, MA 14518

Dear Baylor Kassulke,

Please consider me for the senior digital marketing opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for critical insights to the collective demand generation team and use analytics to drive for continuous improvement.

Please consider my qualifications and experience:

- Excellent judgment and decision-making skills – able to make trade-offs, business-aligned and timely decisions
- A good people leader who cares about development of his/her team
- Tech savvy and aware of new digital trends
- Financial Services experience ideal but not mandatory
- Proficient in MS Office, Experience with a database driven Content Management System, (CMS), basic HTML
- Previous demonstration of process improvements from identification through execution
- Previous demonstration of training documentation, technical instruction, and knowledge management
- Highly analytical and proficient using Excel and data analytics tools

Thank you for considering me to become a member of your team.

Sincerely,

Story Hegmann