

Specialist Digital Marketing Cover Letter

658 Abel LandNorth Felix, LA 06548

Dear Sam Herman,

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

In the previous role, I was responsible for as back-up for content management on artist websites/social media, email marketing, and web production (as needed).

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:

- Experience on brand and product marketing communications development and execution with digital bias
- Advanced Microsoft Office skills, especially proficient with Microsoft Excel pivot tables and formulas
- Knowledge of email best practices and success metrics and CAN-SPAM/CASL and other relevant legislation
- Knowledge of HTML code, including email coding best practices and rendering troubleshooting
- Demonstrated ease, facility, and interest in working with data, including standard email engagement metrics and web analytics tools (such as Google Analytics)
- Web savvy with knowledge of search engines and the digital marketing landscape
- Excellent problem solver who can work independently
- Web analytics experience preferred (Google Analytics or IBM Analytics)

Thank you for your time and consideration.

Sincerely,

Quinn Waters