

Specialist Digital Marketing Cover Letter

4670 Erdman MissionStammland, ID 04488-2922

Dear Indigo Jacobs,

I would like to submit my application for the specialist digital marketing opening. Please accept this letter and the attached resume.

Previously, I was responsible for research, campaign setup and ongoing campaign optimization for AdWords Search/Display and various social media campaigns targeting a variety of clients in a wide mix of industries.

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

- Proven history of building strong relationships with clients, campaign management, generating reports, analysis, etc
- Online marketing account management
- Familiarity with A/B and multivariate testing
- Be able to adjust personnel resources quickly within the business units based on weekly and monthly campaign performance
- Willingness to take on more additional responsibilities
- Able to perform successfully in a fast-paced environment
- Demonstrated aptitude in knowledge of industry, channel activities, web design, data hubs, program management
- Understand usage rights for all images usage requirements for digital graphics, images, data, and videos

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

Sincerely,

Oakley D'Amore