

Specialist Digital Marketing Cover Letter

874 Kutch LightsRandaltown, MA 29723

Dear River Durgan,

I submit this application to express my sincere interest in the specialist digital marketing position.

In the previous role, I was responsible for design/content and direction for collateral, web, product packaging, and other visual communications media for the company.

Please consider my qualifications and experience:

- Experience with content management systems, such as Adobe Experience Manager (AEM) & SharePoint
- Microsoft office software (Excel, PPT, Outlook and Word)
- Build, execute, and manage PPC/SEA campaigns on Google AdWords, Yahoo, Bing and other search platforms to drive campaigns addressing all parts of the customer journey
- Strong proficiency in Google AdWords, AdWords certification preferred
- Strong proficiency in Microsoft AdCenter, Bing Ads Accredited professional preferred
- Thorough understanding of brand awareness and direct response marketing as it relates to paid search and display media planning
- Detail oriented, well organized, and able to multi-task in a results oriented business environment
- Proficient in Google AdPlanner and Google Product Listing Ads

Thank you for taking your time to review my application.

Sincerely,

Quinn Strosin