

Specialist Digital Marketing Cover Letter

834 Kohler Terrace South Latoria, WY 50182-8041

Dear Emery Will,

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

Previously, I was responsible for insights/direction from digital data across multiple platforms including Web, Marketing Automation (Email and Nurture), CRM, Webinar and Social Media.

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:

- Working knowledge of Google AdWords and an understanding of SEO best practices
- An obsession for breaking trends on social platforms
- Google Adwords and Analytics Qualification and/or strong working knowledge of Google Analytics, AdWords, Display and Search Engine Optimization
- Strong understanding of CMS (ideally Sitecore) and CRM (ideally Salesforce) platforms
- Working knowledge of databases, SQL, email marketing and/or Marketing Automation tools are major advantages
- Analytical and data driven with strong attention for details
- Able to identify and analyze metrics that will support organic growth
- Experience in B2B Marketing of technical products

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,

Lennon Hermiston