

# VP, Acquisition Cover Letter

335 Lurlene HavenMargoland, ID 49721-1913

**Dear Avery Kertzmann,**

I submit this application to express my sincere interest in the VP, acquisition position.

In my previous role, I was responsible for ongoing management, development, expansion, metrics and support of all social media initiatives – leverage social media and determine strategies to increase overall company digital presence.

Please consider my experience and qualifications for this position:

- Strong experience of leading, motivating and developing teams (line reports, multidisciplinary and matrix)
- Excellent negotiation, presentation, communication, budget and time management skills
- Clear track record in developing and implementing strategic direction for teams and products
- In-depth knowledge of audience analytics, data, measurement, methodologies and industry standards
- Leadership of projects of significant scale and complexity to challenging deadlines
- Managing suppliers, partners and teams to deliver clear objectives
- Demonstrable experience of devising new ways of better exploiting data, identifying insights and presenting data in a stimulating and actionable way
- Broad knowledge of digital media technologies, databases and product management techniques

**Thank you for your time and consideration.**

Sincerely,

Shiloh Botsford