

VP, Acquisition Cover Letter

894 Predovic LocksSouth Ginabury, PA 98995

Dear Briar Padberg,

Please consider me for the VP, acquisition opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for direction and run the digital media budget with a focus on reducing SAC and optimize best performing channels.

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:

- Worth with the Global MVP to prepare and manage the overall marketing budget for the North & Latin America regions, aligning marketing spend with business priorities and marketing channel effectiveness
- Demonstrate a significant understanding of the company's markets, products and services for optimal business success on a global scale #LI-WC2
- Highly strategic, innovative analytical and customer focused marketer with commercial marketing experience and demonstrated expertise in the utilization of customer insight, marketing analytics and a variety of marketing practices and procedures
- Exceptional presentation skills with an aptitude to bring disparate ideas together in a meaningful way
- Lead the development of new checking products to achieve strategic objectives
- Lead enhancements to existing checking product design
- Lead effective pricing and margin management to drive a strong and robust business
- Management experience in product development, acquisition and portfolio marketing management with a particular emphasis on checking and transactional product management experience

Thank you in advance for reviewing my candidacy for this position.

