

VP, Acquisition Cover Letter

1526 Schneider Manor North Leroyview, MD 10138

Dear Riley Runolfsdottir,

In response to your job posting for VP, acquisition, I am including this letter and my resume for your review.

Previously, I was responsible for thought leadership and help develop strategic direction for media planning and buying across channels.

Please consider my qualifications and experience:

- Proven development of performance oriented mass media marketing programs
- Track record of success with diverse media platforms and bridging traditional and digital
- Demonstrated aptitude for both quantitative and qualitative data analyses as tools for informing high impact business decisions
- Demonstrated success in fostering a supportive, collaborative, and high performing team identifying and developing new talent
- Impeccable communication abilities including positive influence with senior leadership teams
- Experience working in or with the retail banking channels, including branch, phone and the mobile mortgage sales force
- Skillful influence and partnership skills, both with internal and external stakeholders
- Excellent analytical skills around product performance, financials and assessing risk

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

Sincerely,

Finley Johnson