

VP, Corporate Communications Cover Letter

345 Buck Passage
Fredericborough, TX 82161-1752

Dear Blake Cronin,

I would like to submit my application for the VP, corporate communications opening. Please accept this letter and the attached resume.

In my previous role, I was responsible for media support for Mediacorp's diverse content offerings, Communication messaging and media monitoring and listenin.

My experience is an excellent fit for the list of requirements in this job:

- Experience with digital analytics (Adobe Analytics preferred)
- Experience linking multiple data platforms (social media, email, and digital) and with data visualization tools (e.g., Tableau, Qlikview)
- Proactive in analyzing behavior using available data to influence changes on the external marketing campaigns and internal employee communication strategy
- Provide reports and develop dashboards
- Performing A/B tests to optimize key marketing metrics such as open rate, conversion and ROI
- Drive next generation of report automation (Analysis Workspace, Tableau)
- Partner internally and externally to ensure best practices in establishing metrics, and evaluating KPIs
- Communicate clearly and effectively across multiple levels within the organization

Thank you for your time and consideration.

Sincerely,

Tatum Aufderhar