

April 19, 2016

Dear Hiring Manager:

After interning at a rapidly growing marketing automation software company the summer heading into my Senior year of college, I fell in love with growth environments. For the past year, I have worked at a high-growth digital marketing firm, and I am now looking to apply my strategic, analytical, and financial skill-sets at a company that oozes entrepreneurial spirit, fun, and focus. [REDACTED] fits this description precisely, and I am beyond enthusiastic about the prospect of contributing to such an environment. My ability to thrive in hyper-growth environments, my business acumen, and my relentless desire to make an impact make me confident that I would exceed expectations as a [REDACTED]

As a Data Analyst at What If Media Group, I played a crucial role in ensuring the profitability of our assets (11 websites that drew roughly 200,000 registered daily users each). Maintaining these verticals required that our team buy traffic from the most lucrative sources, and send this traffic to high-converting advertisements. Accordingly, I provided our management team with precise and timely daily reports that addressed the financial vitality of each traffic source and advertisement. These reports were our primary decision-making engine, so they were reviewed carefully daily. Beyond these daily reports, I constantly searched for ways to glean unique insights about our business. For instance, by sifting through large amounts of consumer data and presenting it in concise Excel spreadsheets, I invented a reporting system that allowed us to link the buy-side to the sell-side, and in turn right-price clients in real time. During my time at What If, we had two all-time record months and increased our overall month-over-month revenue by roughly 15%. Similarly, at [REDACTED] I would look forward to using data analysis to deliver actionable business insights.

As an intern at Signpost, a Google Ventures-backed marketing automation software company, I engineered and implemented an inbound marketing plan. This plan was designed to shift potential customers down the sales funnel and lead to conversions. Since Signpost's clients are small business owners, they use search engines to answer their marketing questions. A carefully crafted blog would allow us to answer their questions and draw them to our services. By delving into local marketing statistics and search trends, I assembled a database of blog topics with high SEO-values that would address local business owners' most common questions. I embedded these posts with trackable calls-to-action using Salesforce Pardot, which allowed me to analyze which posts generated leads and whether or not they converted to sales. These statistics were helpful, as I used them to create an extensive database of software selling points based on the posts that generated leads most successfully. At Signpost, I enjoyed seeing my initiatives move potential customers down the sales funnel, and at [REDACTED] I would love for my analysis to be a key input in pipeline management decisions.

I am extremely excited by the prospect of working as a [REDACTED] as I am eager to revolutionize e-commerce from the ground up. If you have any questions please contact me at [REDACTED]. Thank you for your time and consideration.

Sincerely,

[REDACTED]