**Dear Hiring Manager,**

Thanks for the recent job advert,

As a digital specialist I have varying experiences across all digital frameworks including digital marketing and technology innovation. Some of my highlight achievements include:

*I assisted the team at Informa with Digital marketing & CMS/CRM platform: Sitecore Upgrade from 9.2 to Version 10.2 (with Marketing, IT & System developers) which delivered change & improved marketing automation.*

I will be able to support your organisation with the below once I have great understanding of your digital landscape:

 • Introduce **digital marketing Innovation- Recommended new technology/tools** to drive revenue generation.

 • Improved team Collaboration/Engagement- by building SharePoint Communications sites.

• Improve analysis across several digital channels including social campaign structure, recommendations that consider different stages of the funnel

• Introduced clear & precise reporting dashboards in JIRA, Eloqua or Salesforce Pardot marketing automation, to allow bi directional data-led & informed digital marketing activities etc.

To also mention, I have great knowledge across salesforce marketing cloud and a host of others.

***Other areas I can assist includes digital brand social activation (Social Media)***

* Assist with strategy and hands on experience to deploy and optimize marketing campaigns in Google and in various social media platforms (Facebook, Instagram, TikTok, etc)
* Track performance and optimize the site by providing recommendations to help with SEO and A/B testing site content/messaging
* Experience working with Salesforce CRM (account engagement) with E-mail, SMS and PUSH marketing trends, benchmarks, and regulations such as TCPA, CAN-SPAM, CCPA, CASL, GDPR
* Set up, deploy, analyze, and optimize the eCRM programs
* Also help improve **lead generation** across major channels e.g Emails, Webinars, Social etc.
* Generate the right creatives to be used and define performance marketing goals to deliver the right ROAS/ROI for the business.

Social Amplification & Analysis (*Where applicable*)

* Using platforms such as TikTok, Meta & Google Ads to assess, monitor and manage the performance of paid campaigns. performance management of paid campaigns
* Working with different facets of the business including Brand, Creative and Design to ensure all copy is in line with brand guidelines to ensure effective delivery of messaging
* Creating a number of attribution analysis and models to better identify the efficiency of all correspondence across a typical conversion pipeline
* Submit weekly and monthly performance reporting

I look forward to your favourable response.

Regards

**Kaycee Uzougbo**