# Jessica Bale

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January 23, 2019

Mrs. Diane Crane
Catalyst Marketing
110 Wild Basin Rd
Austin, TX 78746

Dear ,

Please accept my enclosed application for the Digital Marketing Director position at Catalyst Marketing. As Senior Manager of Digital Marketing at Next Level Digital, I spent two years honing my quantitative/qualitative data skills and market research skills. Your job posting specified the following qualifications:

• Experience measuring the entire customer journey from first impression to ultimate purchase, and developing a quantifiable funnel.

• Strong skills in SEO and user acquisition, Google Ads, Google Analytics, A/B testing, and keyword optimization.

As you can see from my enclosed resume, I have the following experience:

• At Next Level, I developed the entire customer funnel, mapped out stages of awareness, consideration, action, and purchase. This led to a 53% increase in conversions during the first year.

• I have extensive experience with SEO, Ads (Google and elsewhere), Google Analytics and Tag Manager. At Next Level, I decreased the CAC 21% by employing better ad key words, and optimizing on-site content, links, and more.

Given these requirements, I am certain that I have the necessary skills to successfully do the job adeptly and perform above expectations.

After reviewing my enclosed resume and LinkedIn profile (please see above) I believe you will find I have the qualities you are looking for. I look forward to discussing the , and will follow up with you in the near future.

Best Wishes,
Jessica Bale