

Digital Marketing • Brand Management • Market Research

Dear Hiring Manager,

If you're looking for someone who pays high attention to detail and has knowledge of web analytics software while being a self starter, then look no further. Since graduating with a degree in Music Production and Entrepreneurship (magna cum laude) I've gained experience developing and managing analytics on multiple platforms, which includes Google Analytics, Hootsuite, Excel and Metricool.

Utilizing tools and techniques, I have honed my ability to craft engaging video content tailored for various social media platforms, including Facebook, LinkedIn, Instagram, TikTok and YouTube. My expertise lies in showcasing services, products, and client success stories through high-quality videography and editing.

In addition to creating captivating video content, I excel in developing and managing comprehensive content calendars, strategically scheduling posts for optimal engagement. My proficiency extends to overseeing digital advertising campaigns across social media channels, from budget allocation to audience targeting, while consistently monitoring performance metrics for refinement. Additionally, I have developed monthly detailed presentations to track key KPIs and provide insights for continuous improvement.

I have successfully managed digital marketing campaigns by developing and executing strategies that aligned with overarching marketing objectives. My strong analytical skills enabled me to identify areas of improvement and measure success, ensuring each campaign met its goals. I leveraged tools like SEO, PPC, and social media to drive traffic and engagement, while collaborating with the marketing team to create innovative concepts that resonated with the target audience. Additionally, I produced optimized, mobile-friendly content for various digital channels, ensuring consistency with brand standards.

I am confident that my skills, experience, and passion for digital marketing make me a strong candidate for this position. I am eager to contribute my knowledge to create actionable conversions.

Thank you for considering my application. I truly believe I am a great fit for this role, and hope to meet with you soon.

Stephanie Wagner