

Dear Hiring Manager,

I am writing to express interest in the Data Scientist, Marketing Analytics role at Noom. Through my experiences in the Data Science Immersive course at General Assembly and at my prior analytics roles, my skills in machine learning and data analytics make me an excellent candidate to support Noom in driving the success of continuing to build its brand.

In my most recent data experience, I've learned and applied skills in managing large datasets and finding ways to minimize memory used in Python and SQL, which makes me a strong candidate for your Growth Acquisition team. My education at GA has also provided me with cutting-edge skills in creating clean, reproducible work that will help the whole team move towards its goal of maximizing marketing efficiency. My previous experience as the Revenue Manager at Related Management also further strengthens my aptitudes and abilities in data analysis as a great communicator. I was the team lead responsible for many projects, including modeling the rental property revenue and creating an efficient and effective Marketing budget each year. I can provide extra support in presenting clearly to non-technical audiences.

I have always seen Noom as a company that has incorporated community and humanity into the business world and want to bring my skills to an organization with a culture that values wellness and health. My experience has trained me well on transforming complicated and messy data into presentable, easy to understand analysis and I'm excited to share my expertise with a group that provides so much support for healthy lifestyles, learning, and growing.

I see this role as an invaluable opportunity to help the Growth Acquisition team improve ad spending. I believe my skills, experiences, and passion for data analysis make me an excellent candidate to advance Noom's mission.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,
Lindsey Roeder