

# Andras V. Cruz-Aedo

## Digital Transformation Specialist

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### Digital Transformation Specialist

Lenovo

Dear Digital Transformation Team and Lenovo,

I am a Google Ads - Search/Shopping and Google Analytics certified PPC, SEO, & Web Design Specialist with boutique agency and corporate startup experience. I wrote the business plan for a multi-service pet facility in Phoenix, AZ that, as a result, is now recognized by \$9.1B VCA Inc. As a result, I've received a residual check every month. In my junior year of college, I legally contracted a private investment of \$12,000 to start my boutique digital marketing agency Java In Four Days, LLC.

The next step in my career development plan is to explore an opportunity on the Digital Transformation Team at Lenovo. My client-facing, owner-employee experience includes creating and delivering on c-suite level digital marketing plans/strategies in order to increase ROI each month.

I specialize in the design, development, and management of pay-per-click ad campaigns, SEO campaigns, & WordPress websites. I specialize in remarketing shopping campaigns towards various buyer profile combinations using in depth data analysis and strategic planning, all while adapting to traditional vs. modern business practices.

A few of my most recent company contributions include:

1. Delivery of 20 new Google Ads - Search leads for [Kids 'R' Kids](#) with a total ad spend of \$3.3k and CV of \$48k in Month 1 (May 2021)
2. Coordination of 15-20 paid search/paid social clients per month with total ad spends of \$25k/month that were successful because I:
  - a. Avoided unwanted clicks by using 1000+ negative kw lists
  - b. Created remarketing campaigns to funnel leads into customers
  - c. Used specific targeting methods using A/B testing plus keyword, competitor, and industry research plus SEO audits
  - d. Optimized ad campaign assets and landing pages to follow Google Webmaster Guidelines & Ad Platform Policies

I have chosen to apply for the position of Digital Transformation Team with Lenovo instead of Tinuiti in New York, because I am especially impressed with your team's reputation and work ethic. Plus, working at Lenovo is a long time dream of mine, so I am very eager to help in any way I can.

I am ready to learn from and grow alongside your team members and organization. Given my unique experience I am confident I can contribute to your higher organizational goals. Thank you for your consideration.

Sincerely Yours,

*Andras Cruz Aedo*  
**Andras V. Cruz-Aedo**