Dear Hiring Manager,

I am writing to express my interest in the Application Developer position for the Email Product team at Bath & Body Works. The unique blend of technical and creative nuances in email marketing is what drives my passion, and I believe that with my expertise and experience, I can significantly contribute to your team.

At the core of my professional journey lies a philosophy: technology isn't just about code—it's about solving business challenges through a holistic approach that encompasses marketing consultation, project management, and automation implementation, among others. This belief, combined with my comprehensive skills in JavaScript, AMPscript, HTML/CSS, JSON, XML, and an array of other technologies, makes me a fitting candidate for this role.

I am Salesforce certified and have hands-on experience with Salesforce Marketing Cloud, having earned certifications as a Marketing Cloud Email Specialist, Marketing Cloud Developer, and several other accolades. At Wells Fargo, I played a pivotal role in leading collaborations, guiding the email team during IP warming phases, crafting tailored email strategies using user-initiated sends, and managing projects and BRDs using Jira and Confluence.

Furthermore, my tenure at Barkley, FrontGate, and Grandin Road allowed me to dive deep into optimizing digital communication avenues, ensuring accurate segmentation for A/B testing in email campaigns, and crafting targeted strategies using SQL, FTP, and Google Analytics to refine marketing processes based on actionable data.

What excites me most about this opportunity is the potential to merge my passion for technology with the creative and consumer-centric vision of Bath & Body Works. I am eager to bring a blend of innovation, strategy, and efficiency to your team, ensuring the optimal utilization and expansion of the email platform.

I've attached recommendation letters from my past employers to further attest to the skills and contributions I've highlighted in this letter. These letters not only vouch for my technical and collaborative prowess but also underscore my deep gratitude for working with such dedicated professionals. They were more than just colleagues; they were an integral part of my work family, fostering collaboration and growth at every juncture.

I am eager to discuss how my background, skills, and enthusiasm for digital retail operations can contribute to the continued growth and success of Bath & Body Works. Thank you for considering my application. I am looking forward to the possibility of contributing to your team and furthering the mission of Bath & Body Works.

Warm regards,

Nasir Watts