**Cover Letter**

Dear sir/madam:

How do you do? I am honored to find out the opportunity that your team posed here [Digital Development Director](https://www.zhipin.com/job_detail/b56c363b597bd8301HV42N2_FldZ.html?ka=personal_interest_job_b56c363b597bd8301HV42N2_FldZ) and I do show great interest in this opportunity.

Please let me have a brief on my past experience.

* The first company I worked for is **Merkle**, a Top 5 Data Consulting & Data Solution Supplier in USA and now purchased by **Dentus Group**. I accumulated much clients’ experiences in different industries like E-commerce, Retailing, Insurance, Healthy and etc. We provided clients with services such as data collection, data governance, data application & solution, (Data Lake|CRM|DMP|DSP|etc) Multi-Platform data integration.
* The second company I worked for is **Impact Radius,** a unicorn SaaS Company in Affiliate Marketing Automation. Content of my job is to lead tech team develop a Chinese local feature version of **Partnership Cloud**, which retains the original features and extend many friendly-to-chinamarket features. **Partnership Cloud** is a Marketing Automation used to bridge up the relationship between brand owners and media partners and help complete the whole process involving online invitation, online contract, online payment.
* The last Company is **Simon China**, is a Spain famous Switch and Lamp Manufacturer. The dept I worked for is IT&Finance as Technical Manager. I lead tech team to develop a comprehensive platform **MUSIC9 (M9, U9, S9, I9, C9)** which is based on **YongYou U9** ERP System and to integrate and automate the business processes between and inner different departments involving Manufacturing, Molding, Sales and Marketing.

I believe that you have had a glance at my experiences and be sure that I have strong tech and big data background dealing with retailing and manufacturing. In my past I did has from 0 to 1 built big data platform experience and even hand on architecting and coding experience. My advantage is that I have a strong capability of thinking and designing a data and marketing project with a full view of technical stack, architecting and solution, marketing analytics and consulting. I think I will be suitable for this role help the company make business goal come true and acquire high business value.

**Besides my resume and cover letter, I have posted on a deck of my idea here on my site, as you could see is ‘Ideas On Nowadays Digital Marketing’. And a personal project ‘Data Cloud’ which was raise by me personally has also been posted here. If you are interested, please have a look.**

Last but not least, I hope here from you soon.

Sincerely,

David