**Cover Letter**

Dear sir/madam:

How do you do? I am honored to find out the opportunity that your team posed here [Mertech Solution Expert](https://www.zhipin.com/job_detail/e5f4c8a3206de6ea1HV72tm9GVpU.html?lid=8NFHw57rYZB.search.1&securityId=uXYsat52ptXUL-m17WzLsSURI4i4aykcsVEty4s15ItmvKXyMSe4AYjsLAx6SZKt9zKvzYNYFn31U78mFNYAOvtfBUaKJa0b5z2WhGN3m4VEy-cT7A~~&sessionId=) 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 must have a question that why I want apply to this role which is a solution consulting focus, with relatively strong tech-based experience. I would like to say that, in my dream and career plan, Industry Insight and solution innovation of Digital Marketing motivate me more that tech work itself. Another, I believe I will have certain chances with work and lead different stakeholders in a project in this role to promote my capabilities in touching tech points and managing people. Thus I prefer this role much.

As below, I would like to talk about some **industry insights** of **McDonald’s** and competitors.

In my opinion, to win in the marketing of catering and even fast food is to watch the cons and pros on competitors for a relatively long period of time and make best of our own pros to form unbeatable features and avoid cons affecting brand image and sales expectations. I will do some analysis on McDonald’s and competitors in China market. Taking **KFC**, **Burger King**, **Wallace**, **Skader** as competitors, I will have some analysis and reporting on several aspects such as **brand image, product, service, offline store, online marketing** among these catering brands in china local market**.**