Cover Letter

Dear HR & Interviewer:

How are you?

My name is David. I hear an opportunity that ‘MarTech Solution Director’ from Liepin.com and have a great interest in this position. First of all, I hope to show my talent to you dear company and have the chance to join in your team with this bilingual Chinese and English cover letter. I would like devote myself to create values in creative & digital integrated marketing and DAM and achieve the goals and visions in the industry together with your team.

For your products, solutions and prospective understanding of the marketing area, I have describe them in the deck ‘Meet With Tezign’ for your review and without any more descriptions here.

The purpose of the letter is to give some additions to my resume on my working experience and the match part with the opportunity. I was working in Merkle Inc. (Digtial Marketing Agency) and Impact Radius Inc (Performance Marketing Automation Saas Provider), with main work that is technical consulting, project scheduling, development and deployment, of which development and deployment take 50%-60%, and it seems not a good match with the position. However, based on the love of advertising, marketing and digital area, I prefer choosing an industry to choosing career. Thus, I prefer to contributing my experience to the area where your Dear company are.

My advantages:

* Client facing experience with many famous international brand owner like Estee Lauder, NBA and clear knowing and conclusion of clients’ painful points and prospective transformation framework in digital marketing development.
* Owning technical development capabilities and technical project management and ability to gives comprehensive and integrated insights and ideas, in order to promote product development team to create a better products and platform in the industry.
* Owning the all chain thinking of the industry, and provide the solutions which is closer to clients’ current and potential needs.

Last but not least, please don’t oversee my last experience. In the past year, I have been working as senior software development lead. There are not many suitable Martech chances during Shanghai Covi-19 flow in the first half year of 2022, when business of Impact APAC had been affected a lot, and Impact APAC Team leaders made some negative decisions on Impact China Team such as reorganization and deconstruction, so that I was affected and had to seek a non-MarTech job for temporary consideration. However I have been always seek a suitable chance to show my talent on Martech area and contribute many experiences to your company. I hope that you can give me a chance, of which I will be really grateful.

Sincerely

David Ding

自荐信

尊敬的Tezign HR和面试官：

你们好！

我的名字是丁伟，在猎聘上看到贵公司发布的招聘信息‘MarTech解决方案总监’，并且对这个机会很感兴趣。首先我选择使用中英文双语来写这份自荐信，希望向贵公司展示自己的才华，并有机会加入贵公司，和贵公司一起努力，在创意&数据整合营销和DAM领域中贡献自己的一份力量，共同达成贵公司在行业中的愿景。

对于贵公司的产品，解决方案和行业的前瞻性理解，我都写在了‘Meet With Tezign’的PPT里面，请您阅看。在此我就不再就贵公司以上内容进行理解性描述。

此次去信是对我简历中的一些工作经历的补充和对此次机会的匹配情况的一些描述。我过去在Merkle(数据营销Agency)，Impact(效果营销自动化Saas 公司)工作，有参与客户的技术方案咨询、规划与实施的经验，其中作为一个项目和团队管理者，开发产品和实施占了50%-60%的部分，这似乎看起与贵公司的职位信息不是特别匹配。但是本着对广告，营销，数据领域的喜爱，我更愿意选择一个行业而非一个职业，所以我更愿意在贵公司所在的行业中贡献一点我的经验、总结和智慧。

我的优势：

* + 和雅诗兰黛、NBA等众多**知名客户接触**过，了解并总结这些客户的**需求痛点的共性**和**数据营销发展的前瞻性转型框架**。
  + 拥有**技术开发和项目管理实力**，能够给产品团队以很好的**业务与技术统一的洞见**，从而推动产研团队打造更好的行业产品和平台。
  + 拥有**行业全链路思维**，提供更**贴切客户需求**，和**挖掘客户潜在需求**的方案。

最后，请不要过于看中我最近一份工作经验，我过去一年中在西蒙中国作为Senior Software Development Lead, 也仅仅是因为2022上半年Impact 业务因为上海的疫情受到比较大的影响，Impact亚太团队做出一些不适合中国团队的团队重组和解构决定，我在Impact也受到比较大的影响，当时人才市场中Martech方向合适的机会并不多，所以暂时不得以考虑以一个开发lead 的身份进入西蒙（一家照明和电气行业领先企业）。但我一直希望寻找一份最适合自己的机会，展示自己的才华，也为贵公司的团队贡献自己的经验。所以希望贵公司不予吝啬，给予机会我将不甚感激。

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