

To whom it may concern,

As a highly-skilled and performance-driven professional with a proven track record of exceeding clients expectations, I am excited to be applying for the Senior Display Marketing Manager position.

To briefly introduce myself, I'm a long distance runner who loves to run marathons, my best time is 3 hours and 12 minutes. When I'm not outside running, I am at home writing movie scripts! I love movies, shows, and documentaries. Through these hobbies, I have learned resilience, tolerance, flexibility, and story telling. Making me an ideal candidate in digital advertising and marketing. From a professional perspective, I am offering 3 years of extensive experience across Programmatic, Paid Social, and Search, a combination of push and pull marketing. This gives me a unique holistic view to execute campaigns and achieve the KPI's of the client. I am recognised as a top-achieving employee with exceptional leadership skills. Throughout my career, I have been responsible for managing B2B and B2C campaigns and creating high impact original creative content.

Furthermore, I speak English & Spanish at a native level, and German at a A2. I have experience on CM360, GA4, Looker Studio, BigQuery, The Trade Desk, DV360, META, Google Ads, LinkedIn, Amazon DSP, and SA360. In college, I learned programming languages like Python, CSS, HTML, JavaScript, and SQL. I am confident that I am an ideal applicant for the job. Thank you for your time and consideration. I look forward to speaking with you in the near future.

Best,  
Gerson Molina

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