**Dan Cawdrey**

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Dear TRiQ Hiring Manager,

I'm writing to you regarding the recently opened *Marketing Director* position to join the TRiQ marketing team. I am a very passionate and data-driven marketer with over 15+ years in the consumer marketing space, working on some of the top brands across multiple industries – from ESPN to Xbox.

I left my job at DoubleDown Interactive in May 2014 for an adventure of a lifetime – to live and travel around Europe with my partner, Jodi, and our dog, Cooper. We were fortunate enough to see and experience other areas of the world that has helped in our current lives. In fact, it was a major decision for us to relocate from Seattle to Bend, OR for a better lifestyle. This adventure also provided me with insights and ideas on working in a global marketplace and being able to look at businesses/products in a new light.

To give a quick overview of my varied background:

* A marketing professional with over 15 years in consumer marketing for highly recognized brands including IGT (International Game Technology), Microsoft/Xbox, ESPN, and Fidelity Investments, I am experienced in all facets of consumer marketing – from the digital space to brick & mortar retail stores.
* I have full understanding of the digital marketing space and what it means to successfully execute mass-market campaigns across all mediums. From strategy to tactical execution to on-going maintenance, I have managed multiple products along the entire product lifecycle.
* My experience at Xbox allowed me to build a “triple threat” skillset in product management; from a subscription service with Xbox Live, creating long-term online digital programs for acquiring and retaining subscribers; to managing 1st Party launch campaigns for some of the bestselling Xbox platform exclusive titles; to building, nurturing and maintaining partner relationships with some of the industries top publishers such as Electronic Arts, Bethesda, MTV and Valve.
* Analyzing large amounts of customer data at DoubleDown Interactive, I built a customer segmentation tool used in targeted email campaigns and in game marketing offers.

I've attached a copy of my resume, which lists much more detail. I'm confident my background and skillset would allow me to excel in this role. Among other things, I believe I have the passion, enthusiasm, and creativity to take marketing at TRiQ to new heights. I look to hearing from you soon and discussing further.

Thank you for your consideration.

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