Thomas Desrosiers

May 18th, 2020

**Cover Letter Writing Exercise**

Target Job Description:

**Affiliate Marketing Strategist**

at Betterment

*New York, New York*

**About the right team member:**

You’re a performance marketer at heart and get psyched about new ways to introduce people to products that can help them live better. You know how to build relationships and negotiate with affiliate partners in order to drive meaningful customer growth with positive ROI. You have a deeply data-driven, systematic, and creative mindset, which you’ve applied to successfully optimize affiliate marketing portfolios and programs. Attribution and modeling excites you, and you don’t rest until you can tell thoughtful data stories to evolve your execution strategies. Data not immediately available? No problem! You think creatively to develop frameworks to assess both effectiveness and opportunity.

**At Betterment you will get to:**

* Drive Betterment’s performance-based affiliate program by growing existing relationships and identifying new partner and format opportunities in order to acquire high-quality customers
* Optimize program structure and efficiency through routine ROI analysis and partner negotiations
* Own campaigns end to end: offer development, content update communications and compliance due diligence, platform manager (e.g., Impact Radius) management, analytics, reporting
* Embody our test and learn mentality by developing tests and iterating on learnings in-program and across channels
* Partner with internal teams and stakeholders (product, data engineering, analytics, legal and compliance, etc) to operationalize channel growth

**You will be effective if you have:**

* 2-4 years of affiliate program management and 4+ years of total work experience in a data-driven acquisition marketing role at a fast-paced workplace (brand or agency)
* Direct hands-on experience with affiliate partnership platforms such as Impact Radius
* Robust understanding of quantitative concepts around driving and measuring performance and ROI
* Demonstrated ability to analyze data from various reporting models (attribution, platform, proprietary, etc) in order to draw insights and steer optimizations and testing
* Experience working in an integrated digital marketing team, bonus points for hands-on experience managing other acquisition channels
* Self-starter approach to work, with drive to consistently exceed objectives and take on more responsibility
* Passion for disrupting an industry and being part of a team directly responsible for growing the customer base

**About Betterment**

Betterment is the largest independent online financial advisor with more than $22 billion in assets under management. The service is designed to help increase customers’ long-term returns and lower taxes for retirement planning, building wealth, and other financial goals. Betterment takes advanced investment strategies and uses technology to deliver them to more than 480,000 customers across its three business lines: direct-to-consumer, Betterment for Advisors, and Betterment for Business. [Learn more](http://www.betterment.com/).

**Come join us!**

*We’re an equal opportunity employer and comply with all applicable federal, state, and local fair employment practices laws. We strictly prohibit and do not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex, gender (including gender nonconformity and status as a transgender or transsexual individual), sexual orientation, marital status, age, physical or mental disability, citizenship, past, current or prospective service in the uniformed services, predisposing genetic characteristic, domestic violence victim status, arrest records, or any other characteristic protected under applicable federal, state or local law.*

Cover Letter:

June 1, 2020

Mr. Dan Logan

Director of Product Marketing

Betterment LLC

8 W. 24th St # 6

New York, New York, 10010-3201  
United States

Dear Mr. Logan,

My name is Thomas, and I am a Master of Marketing student at Vanderbilt University’s Owen Graduate School of Management. I am writing to you to express my interest in the Affiliate Marketing Strategist position at Betterment. Through my substantial interest in the fintech space, as well as through learning about Betterment at various information sessions, I learned a great deal about the company. I am very excited to get the opportunity to share my enthusiasm and work experience within the fintech industry with you.

I believe that I am uniquely positioned to be a valuable problem-solver, analyst, and team player. At Ruby, business movements were very quick, and I had to adapt to new roles quickly. One week I may have been a copywriter, while in another week, I may have been charged to write new SQL queries. I also have a strong sense of drive and have recently started learning full stack web development for my own personal benefit. The integration of creative frontend designs and user experience with powerful and dynamic backend programming excites me, which explains my interest in Betterment. I like beautiful data-driven approaches to solving the world’s problems.

When I first got to Vanderbilt, I had a completely different goal in mind, with a completely different plan of action. With the right help and initiative, I have been able to pivot my entire line of study. I am always looking for opportunities to expand my knowledge and assist others. I believe that a position with Betterment would be a great way for me to continue my lifelong education and help others along the way.

I would like to reiterate my interest in Betterment and ask that you include me on your interview list for recruiting at Vanderbilt. Should you require any additional information, please contact me at (623) 521-6596. I look forward to discussing my qualifications with you in more detail. Thank you for your consideration.

Sincerely,

Thomas Desrosiers