

<<Title, name, surname>>
<<Company name>>
<<Address line 1>>
<<Address line 2>>
<<Town/ city>>
<<Post code>>

Date: <<dd/mm/yy>>

Dear <<name>>

In my current and most recent roles, I have held a number of e-related positions where my primary role has been to work across multiple distribution channels and with key stakeholders to shape and implement an effective online strategy. In this regard, it has been imperative to understand the business and its goals.

I have managed or been involved in a number of high profile UK and global projects designed to enhance the sites, promote products and services and reduce costs. This has helped me develop a set of skills which I believe will benefit your business, including;

- Managing the full life-cycle of site build projects from small campaign sites to complex multi-channel sites;
- Managing online marketing campaigns including banner advertising, email marketing and campaign sites;
- Identifying opportunities to reduce online operational costs through consolidation or removal of certain tools and applications.

Of course my experience is not limited to the above and I have always taken a hands-on approach to other equally important aspects such as content management, site usability, user support and analysis of site statistics.

Finally, I have a natural interest in how this marketing communication channel can best serve the business both from a marketing and operational perspective.

If you would like more information about my career and experience, please read my CV or contact me.

Yours sincerely,

Rob Stephenson