Scott Brown

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Dear Hiring Manager,

I am writing to express my interest in the Marketing Analyst position at Zalando. With a strong background in marketing analytics and a passion for delivering actionable insights, I believe I am well-equipped to support Zalando's customer acquisition and engagement strategies.

Over the past 2+ years, I have honed my skills in analyzing marketing campaigns and channels to identify performance drivers, delivering forecasts to stakeholders, and conducting A/B tests to improve ROI. My proficiency in SQL and Excel, along with experience using Google Analytics and Tableau, allows me to create and maintain dashboards that provide valuable insights for decision-making.

My educational background in Marketing, Economics, and Statistics, coupled with my experience as a Lecturer and Research Associate, has equipped me with the ability to communicate complex data effectively and tell compelling data-driven stories. Additionally, my previous role as a Quality Assurance Inspector has instilled in me a keen attention to detail and a commitment to delivering high-quality results.

I am excited about the opportunity to bring my expertise to the Data & Insights team at Zalando and contribute to the continued success of Europe's leading fashion platform. Thank you for considering my application.

Best regards,
Scott Brown