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To Whom It May Concern,

Thank you for taking the time to read my cover letter. I am thrilled to connect with you and share part of my journey as a *Marketing Operations and Technology Specialist*.

As a *Marketing Technology Specialist*, I am focused on understanding client needs (*gaps in marketing technology stacks and other challenges*) so that I can deliver world-class solutions. I enjoy collaborating with multiple stakeholders to design effective, personalized, multi-channel campaigns. As a consultant, I've architected numerous programs and campaigns on platforms like *Marketo, Pardot, Hubspot, and Eloqua* in industries such as *Insurance, Finance, Technology, Healthcare, SaaS, and E-Commerce*.

I have in-depth experience integrating multiple marketing automation platforms with CRMs such as *Salesforce*, and other third-party platforms like *GoToWebinar, Zoom, Swoogo, Cvent, and BigMarker*, and am proficient at troubleshooting existing integrations at all levels—from the initial setup to custom *APIs*.

As an executive for a group of marketing companies and an accomplished project manager, over ten-plus years I helped craft comprehensive and creative marketing strategies for hundreds of clients around the globe—employing such techniques as *SEO, PPC, Social Media, and Email Marketing*. All of these digital marketing tools require strategic planning, critical thinking, creativity, and close management of multiple work teams. Even so, these efforts can only then thrive via data-driven decisions powered by analytics, reporting, and proactive communication. Over the years, I have utilized many platforms and technologies to gather data, establish metrics (*KPIs like ROI, CAC/CPL, CPA, CPL, etc.*), and create reports that help measure marketing campaign effectiveness and, ultimately, drive business.

My lifelong love of design and development provides me with a unique perspective and level of flexibility that allows me to easily adapt to most situations. I like to approach all projects from a business owner's perspective and with an efficient minimally viable product (*MVP*) mindset, documenting creative ideas for future exploration.

Over the years, I have helped launch new companies, products, and service offerings. Not only working at the strategic level, I have over twenty years of technical experience and enjoy contributing to such efforts as a developer, building *websites, landing pages, and emails*. My technical expertise includes *HTML5, CSS3, JS, PHP, and MySQL*. I love using *Bootstrap* as a framework and then building websites on platforms such as *WordPress, Sitecore, Ghost, and Drupal*. My design philosophy revolves around understanding and evoking *feelings, emotions, and instincts*, ensuring that purposeful design choices correctly resonate with the audience at a deep and fundamental level.

I consider my strongest talent to be *learning* and my core drive is that of a *strategic puzzle solver* and *critical thinker*. I am organized, punctual, data-driven, creative, and analytical. These traits demand that I constantly challenge myself and I thrive in environments that allow me to explore how we can all improve together while achieving a collective vision.

My diverse industry experience and adaptability, coupled with my continuous learning mindset, position me as a unique and versatile professional in marketing and operations. I am excited about the opportunity to bring my strategic problem-solving skills, creativity, and analytical acumen to your project or team.

I look forward to discussing further how my unique perspective and wealth of experience align with your team's goals.

Sincerely,

Gary Paul Hagins

