

Dear BuzzFeed Hiring Staff,

I write in reference to the Manager, Strategic Insights & Analytics position posted on the job listings page of your website at the recommendation of Jonathan Ginter, a Software Engineer at BuzzFeed. Having read through the list of job requirements and responsibilities, I am confident that I will exceed your expectations for the role. I ask that you keep our interaction confidential during the interview and assessment process.

I am an experienced Senior Analyst and the Acting Manager of a team of 4 Junior and Senior Marketing Intelligence Analysts at MRY, a creative agency under the Publicis umbrella. I work with one of the largest businesses in the world, tuning their social media content to best serve audience interests both reactively and preemptively, with an emphasis on direct contact with client stakeholders and content creators on a regular basis. While my current role has a strong focus on organic social for a major retail brand, I have extensive first-hand experience working with both paid and organic media across many industries, including Entertainment, Business Consultancy, E-Commerce brands, and more, all of which I draw on to contribute unique and flexible perspectives when making recommendations.

On a more technical level, I also bring a wide variety of experience to the table: I have employed SQL queries, several BI tools, Adobe Omniture and Google Analytics, Social Listening, and DoubleClick Campaign and Bid Managers, among many others (a more extensive list is available on my resume). For any tool with which I have not had the opportunity to work so far, I am a quick, adaptable learner, able to master new skills for the job.

I have a demonstrated track-record of cross-team collaboration. In my current position, I have played a key role in elevating our Weekly and Monthly reporting from siloed, Intelligence-only deliverables to holistic reports that amalgamate knowledge across our Intel, Strategy, Applied Behavioral Science, and sometimes even Client Leadership teams. The result: rigorous and granular deep dives into any question our clients might have on anything from social channel best practices to the best way to display a new product depending on its category.

Lastly, it is worth addressing that despite my official title of Senior Analyst, I have been an Acting Manager on the team for many months now. I was initially hired onto my team as a Senior Analyst with an expectation of growth into the Manager position after I demonstrated my ability to lead the team. Despite meeting that goal, the pandemic led to an extended hiring and promotion freeze at MRY. In the meantime, I am designated Acting Manager of the team and am recognized by MRY leadership as a capable manager.

This position at BuzzFeed presents an exciting opportunity for me to grow my career, work with a treasure trove of data, and join an exciting workplace culture within the BuzzFeed community.

Please contact me should you have any questions.

Thank you so much for your time and consideration and I look forward to meeting you.

Sincerely,

Henry Downs

(323) 632-6876

henrywdowns@gmail.com