

Dear Hiring Manager,

I am writing to express my interest in the Meta/Facebook Ads and Instagram Ads Media Buyer position.

With a genuine passion for digital marketing and with a solid understanding on the fundamentals of Meta advertising, such as Meta/Business Ads manager and Meta Business Suite, I am enthusiastic to contribute to your team's success by means of creating, managing and optimizing high-performing ad campaigns.

Through my commitment to continuous learning and professional development, I have developed knowledge and skills of Meta Ads Manager, Meta Business Suite, audience targeting, A/B testing, proper use of budget allocation (CBO/ABO), campaign setup and performance tracking and analysis.

I am giving importance to the key metrics such as CTR, CTC, CPM, Cost Per Lead and ROAS and by giving a proper amount of time to really analyze the data to identify opportunities for optimization to improve campaign performance.

I am highly analytical, detail-oriented, and comfortable navigating the advertising platform.

I am highly resourceful and pro active in finding solutions and improving the overall campaign workflow. I integrate AI-powered tools to support research, content creation, data analysis and campaign planning.

Although I am continuing to build my professional experience as a Media Buyer, I bring a strong work ethic, a willingness to learn, and a genuine enthusiasm for helping businesses grow through paid advertising. I am confident that my dedication, adaptability, and commitment to continuous improvement would make me a valuable addition to your team.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my skills and passion for Meta advertising can contribute to your organization's success.

Sincerely,

Maryrose Ann Tario Gasmin