**Dear Ms. Ryan:**

As someone who has spent the last 6 years striving to improve my financial literacy, I am intimately familiar with SmartAsset’s value. For instance, I used your retirement calculator to set my 401(k) contribution rate after college graduation. Improving financial literacy is the best vehicle to address income inequality, and I would love to help SmartAsset in that fight as a data analyst.

As SmartAsset works to scale growth, I know one of the most difficult challenges is setting up proper marketing attribution to assess the efficacy of each marketing channel. While at Sensio Marketing, I was instrumental in developing real-time dashboards showing the ROI of ad spend across channels. This required coordination between data engineering to create query-able databases, marketing to understand important KPIs, and the testing team to validate different attribution models for the creation of dashboards. This attribution framework helped our team increase paid ad spend ROI by over 29 percent year over year.

Data without context can be misleading, so I have learned to tell a story with data instead of just building reports. At Chegg, I worked closely with the user research and product marketing teams to build a funnel detailing where users were dropping off in the flow to view questions. Through user research, we collected qualitative data that informed us of potential drop-off areas. After testing product versions to address those areas to determine the impact on conversion rate, that rate improved iteratively by 171 percent over 8 months.

Once reports are live and have been tested to verify utility for the proper stakeholders, I implement automation to streamline the creation of reports and reduce errors. I want to help SmartAsset automate as many reports as possible to reduce hours spent fetching, preparing, and visualizing data—allowing more time to work on higher-value projects and minimizing errors in automation.

I am excited about the prospect of helping SmartAsset reach more people like myself who are struggling with what to do with their finances as early professionals. I welcome the opportunity to share more with you about how my experience can help SmartAsset’s marketing team reach more potential users through accurate attribution, product analytics, and automation.

Thank you,

**Adele Gallia**

**January 13, 2023**

**ENCLOSURES**

Resume; Application; Copy of certifications; 2 letters of recommendation

**Sheree Ryan**

SmartAsset, Senior Recruiting Leader

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**ADELE GALLIA**

**TO**