

AI-Powered Job Application Package

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Uploaded Job Description (Summary)

Title: Digital Marketing Specialist — Location: Austin, TX (Hybrid). Full-time role on the Growth & Demand Generation team. Core tasks: plan and manage multi-channel paid acquisition (Google Ads, Meta Ads, LinkedIn Campaign Manager) with a ~\$60K/month budget; build lifecycle automation in HubSpot (email, push, in-app); collaborate on creative development and A/B testing; own SEO (keyword research, on-page and technical) and backlink tracking; track and report KPIs in GA4, Looker Studio, and HubSpot; partner with Product and Sales to improve lead quality and funnel conversion; present weekly insights to the Growth Director.

Qualifications: 3–6 years of performance or digital marketing experience, strong paid search/social/analytics knowledge, experience with HubSpot, GA4, and A/B testing platforms (VWO/Optimizely or similar), working knowledge of HTML/CSS for landing page edits, analytical communication and collaboration skills, bachelor's degree in Marketing/Communications or related field. Language: English.

AI-Powered Cover Letter Generation

Sarah Mitchell

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- Dear Hiring Manager,
- I am writing to express my interest in the Digital Marketing Specialist role at LumioTech. With 5+ years driving acquisition and retention for SaaS and e-commerce brands, I bring hands-on experience managing multi-channel paid media, building HubSpot lifecycle automations, and delivering data-driven optimization. At CloudWave Systems I managed a \$70K/month paid media budget across Google Ads (Search, PMAX) and Meta Ads, launched LinkedIn campaigns that reduced CPL, and built HubSpot welcome and churn-prevention flows that increased email CTR by 32%—all outcomes I would bring to LumioTech’s Growth & Demand Generation team.
- I have implemented GA4 event tracking, built Looker Studio dashboards that combine GA4 and HubSpot data, and run structured CRO experiments using VWO. I also led creative testing sprints with design and created standardized weekly reporting—capabilities that align directly with your need for a test-and-learn marketer who can present actionable insights to stakeholders.
- I’m excited by LumioTech’s mission to simplify operations for non-technical teams through AI-powered dashboards, and I’d welcome the chance to contribute to your multi-channel acquisition strategy, lifecycle automation, and conversion optimization. Thank you for considering my application. I look forward to the opportunity to discuss how my background can help accelerate LumioTech’s growth.
- Sincerely,
- Sarah Mitchell

CV Analysis with Improvement Tips

- Consistent phrasing: Use consistent tense and formatting across roles (present tense for current role; past tense for prior roles). Ensure all bullets start with strong action verbs.
- Ordering: Place quantifiable outcomes before supporting details (e.g., “Achieved +28% conversion uplift by managing \$70K/month across Google Ads (Search, PMAX) and Meta Ads.”).
- Consistency in tool names: Use exact tool names consistently (e.g., Looker Studio vs Google Data Studio — prefer the term used in JD if targeting LumioTech: "Looker

Studio").

- Add clarity on scope: Where multiple activities are listed in a single bullet, split them so each bullet conveys one fact (this preserves all content and improves scannability for recruiters and ATS).
- Report cadence & stakeholders: Explicitly state who receives weekly reports/presentations (Growth Director or equivalent) if applicable; if not, keep "standardized weekly reports" but consider adding to future versions if presenting to leadership is part of the role.
- Keywords for ATS: Repeat JD key terms exactly (HubSpot, GA4, Looker Studio, VWO, LinkedIn Campaign Manager, Google Ads, Meta Ads, HTML/CSS) in Key Skills and Experience sections.

Skill Match Evaluation (with Scores Table)

Skill	JD Demand	Candidate Level (from CV)	Match%	Notes
Google Ads	High (paid search)	Managed Google Ads (Search, PMAx); Google Ads Certified	95%	Managed \$70K/month; Google Ads Certified (2024); strong match.
Meta Ads	High (paid social)	Managed Meta Ads across campaigns	95%	Direct experience and budget oversight; strong match.

Skill	JD Demand	Candidate Level (from CV)	Match%	Notes
LinkedIn Campaign Manager	Medium-High (B2B social)	Launched LinkedIn Ads; cost-per-lead improvements	88%	Experience launching B2B LinkedIn campaigns; match for JD.
Paid media budget management (\$60K/month)	High	Managed \$70K/month at CloudWave; \$50K/month at EcoWare	95%	Has overseen budgets above JD requirement.
HubSpot (lifecycle automation: email, push, in-app)	High	Built HubSpot automation: welcome series, churn-prevention (email)	60%	Email automations present; push and in-app automations not mentioned.
GA4	High (analytics)	Implemented GA4 event tracking; integrated GA4 with Looker Studio	95%	Direct, applied GA4 experience.
Looker Studio	High (dashboarding)	Implemented Looker Studio dashboards integrating GA4 + HubSpot	95%	Exact tool used; standardized weekly reports implemented.

Skill	JD Demand	Candidate Level (from CV)	Match%	Notes
A/B testing platforms (VWO, Optimizely or similar)	High (experimentation)	VWO listed; led CRO tests and creative testing sprints	95%	VWO experience and documented CRO testing outcomes.
HTML/CSS (landing page edits)	Medium (working knowledge)	HTML/CSS basics listed	70%	Basic working knowledge noted; may require deeper familiarity depending on role needs.
SEO (keyword research; on-page & technical)	High	Oversaw SEO/content strategy for 200+ pages; improved Core Web Vitals and schema	90%	Strong on-page and technical SEO experience; keyword research implied via content strategy.
Backlink monitoring / growth	Medium	Not Mentioned	0%	No explicit backlink monitoring or link-building metrics described.

Skill	JD Demand	Candidate Level (from CV)	Match%	Notes
Present weekly insights to Growth Director	Medium (stakeholder reporting)	Standardized weekly reports (recipients not specified)	0%	Weekly reporting exists, but explicit weekly presentations to a Growth Director are not mentioned.
Partner with Product and Sales on lead quality & funnel conversion	High (cross-functional)	Partnered with product teams on CRO tests; partnered with analytics on UTM/event tracking; Sales partnership not mentioned	60%	Product collaboration present; explicit partnership with Sales is not mentioned.



Coverage 62% / 23% / 15% (8 matched • 3 partial • 2 not mentioned)

Matched ≥80%, partial 1-79%, not mentioned 0% — based on the skills table above.

Top 10 Matching Skills from Your CV (vs this Job)

Includes closely related skills even if not named in the job description. % = match score (not a proficiency test).

A/B testing platforms (VWO, Optimizely)	95%
GA4	95%
Google Ads	95%
Looker Studio	95%
Meta Ads	95%
Paid media budget management (\$60k+)	95%
SEO (keyword research; on-page & technical)	90%
LinkedIn Campaign Manager	88%
HTML/CSS (landing page edits)	70%
HubSpot (lifecycle automation: email, chat, in-app)	60%

Interview Question Generator

1. Walk me through a recent paid media campaign you managed end-to-end; what channels did you use, what budget did you allocate, and what were the results?
2. Describe the HubSpot lifecycle automations you built (welcome series, churn-prevention). What were the goals, key metrics, and outcomes?
3. How do you structure an A/B test for ad creative? Give an example where a creative test materially changed performance.
4. Explain how you implemented GA4 event tracking and how those events feed into Looker Studio dashboards and decision-making.
5. Share a specific CRO test you ran with Product or Design (headline, CTA) and the quantitative impact it delivered.
6. How do you approach on-page and technical SEO for a site with 200+ pages? Which fixes do you prioritize and how do you measure success?
7. Give an example of a time you collaborated with Sales on lead quality. What changes did you recommend and what was the outcome?
8. Describe how you manage paid media budgets month-to-month and how you make optimization decisions when performance shifts.
9. What dashboards and reports do you present weekly, and how do you translate those metrics into recommendations for growth?
10. Which experimentation tools have you used (VWO/others), and how do you prioritize tests vs. backlog work?

Salary Guidance & Negotiation Tips

- Market range (Austin, TX, Digital Marketing Specialist, 3-6 years, SaaS-focused): approximately \$70,000-\$105,000 total base, depending on scope, ownership of paid budget, and whether performance incentives/bonus are included. Candidates with direct ownership of ~\$60K+/month and strong analytics can push toward the upper half of this range.
- Negotiation tips:
 - Lead with concrete outcomes: cite \$70K/month budget management, +28% conversion uplift, 32% email CTR improvement, and CPL reduction on LinkedIn.
 - Ask for a clear scope of responsibilities (budget ownership, reporting cadence, direct reports) and align compensation ask to scope.
 - Negotiate for variable compensation tied to mutually agreed KPIs (CPL, MQL-to-SQL conversion, CAC return), plus professional development (conferences, certifications) and a hybrid work flexibility clause.
 - If equity is offered, request typical vesting terms and an explanation of company valuation stage and refresh grants.

Company-Specific Clothing Advice

- LumioTech is a fast-growing SaaS company; for hybrid in-office interviews and team days, aim for smart casual: a neat button-down or blouse with chinos or tailored trousers. For onsite interviews with hiring managers or director-level staff, step up to business casual: blazer optional, clean shoes.
- Keep branding minimal, prioritize a professional, approachable look that matches a collaborative, test-and-learn startup culture.

Company Background and Future

- LumioTech (from the JD): fast-growing SaaS company building workflow automation tools for small businesses. Mission: simplify operations for non-technical teams through intuitive AI-powered dashboards.
- Role focus suggests the company is scaling acquisition and product-led growth efforts; the position supports growth and demand generation while emphasizing automation, data, and experimentation.

Rewritten CV — Human/Full

Sarah Mitchell

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Professional Summary

- Performance-oriented digital marketer with 5+ years' experience driving user acquisition and retention in SaaS and e-commerce.
- Skilled in paid media, SEO, and lifecycle automation using HubSpot and GA4.
- Proven record of improving conversion rates and ROI through experimentation and data-driven insights.

Experience

Senior Digital Marketing Specialist | CloudWave Systems, Austin, TX | 2022-Present

- Managed \$70K/month across Google Ads (Search, PMAX) and Meta Ads, achieving +28% conversion rate uplift.
- Launched LinkedIn Ads for B2B campaigns; cost-per-lead dropped from \$185 → \$122.
- Built HubSpot automation (welcome series, churn-prevention flow); improved email CTR by 32%.
- Implemented Looker Studio dashboards integrating GA4 + HubSpot data; standardized weekly reports.
- Collaborated with product teams on CRO tests (headline and CTA optimization); +14% uplift.
- Led quarterly creative testing sprints with design (UGC, carousel, motion).

Digital Marketing Manager | EcoWare, Denver, CO | 2020-2022

- Oversaw SEO and content strategy for 200+ pages; grew organic sessions by 42%.

- Directed 3-person paid media team across Google, Meta, and Pinterest; managed \$50K/month budget.
- Coordinated with developers to improve site speed and schema markup (Core Web Vitals +18%).
- Partnered with analytics to implement UTM structure and event tracking in GA4.

Marketing Coordinator | NovaStyle Retail, Dallas, TX | 2018-2020

- Built first digital ad dashboards in Google Data Studio.
- Assisted with influencer campaigns and paid social scheduling.
- Created content calendars and tracked engagement metrics weekly.

Education

- B.A. Marketing & Communications | University of Texas, Austin (2018)

Certifications

- Google Ads Certified (2024)
- HubSpot Inbound Marketing Certification (2023)

Languages

- English (Native)
- Spanish (Conversational)

Project Highlights

- Paid media consolidation and scale at CloudWave: consolidated Search, PMAx, and Meta strategy to reach +28% conversion uplift while managing \$70K/month.
- LinkedIn CPL reduction: launched LinkedIn Ads for B2B campaigns and lowered cost-per-lead from \$185 to \$122.
- HubSpot lifecycle automations: designed and launched welcome series and churn-prevention flows increasing email CTR by 32%.
- Dashboarding and reporting: built Looker Studio dashboards integrating GA4 and HubSpot and standardized weekly reporting across teams.

- SEO scale at EcoWare: led SEO and content strategy for 200+ pages and improved Core Web Vitals by 18% through technical fixes.

Complete Skill Inventory

Platforms and analytics:

- Google Ads
- Meta Ads
- LinkedIn Campaign Manager
- HubSpot
- GA4
- Looker Studio
- Semrush

Experimentation and behavior:

- VWO
- Hotjar

Productivity, creative, and web skills:

- Excel/Sheets
- HTML/CSS basics
- Canva
- Figma collaboration

Strengths / specialties:

- Campaign optimization
- CRO testing
- Reporting automation
- Creative briefing

Certifications & languages:

- Google Ads Certified (2024)

- HubSpot Inbound Marketing Certification (2023)
- English (Native)
- Spanish (Conversational)

Rewritten CV — ATS-Optimized

Summary

- Performance-oriented digital marketer with 5+ years driving acquisition and retention for SaaS and e-commerce.
- Experienced in paid media management, HubSpot lifecycle automation, GA4 analytics, Looker Studio reporting, SEO, and CRO testing.

Key Skills

- Google Ads
- Meta Ads
- LinkedIn Campaign Manager
- Paid media budget management
- HubSpot
- GA4
- Looker Studio
- VWO
- Hotjar
- Semrush
- Excel/Sheets
- HTML/CSS basics
- Canva
- Figma collaboration
- Campaign optimization
- CRO testing
- Reporting automation
- Creative briefing

Experience

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Digital Marketing Manager | EcoWare, Denver, CO | 2020-2022

- Oversaw SEO and content strategy for 200+ pages; grew organic sessions by 42%.
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