

February 15, 2026

To: Saratoga Automobile Museum
Saratoga Springs, NY 12866

Dear Hiring Team,

I was made aware of the Digital Marketing Coordinator position by Maribeth Taylor and was encouraged to apply. After reviewing the role, I'm genuinely excited about the opportunity to support the Saratoga Automobile Museum and bring senior-level thinking to a highly execution-focused position.

Throughout my career, I've led complex digital initiatives—from modernizing a multi-million-dollar auction platform to increasing email engagement by 25% through UX and content optimization. While I've operated at a senior level, I've always remained hands-on: managing websites, creating digital assets, refining messaging, and ensuring strategy translates into consistent execution.

I'm ready to step in and contribute immediately. I bring strong writing skills, deep CMS and website management experience, email marketing expertise, and a collaborative, steady approach to getting work done well and on time.

Thank you for your consideration. I would welcome the opportunity to discuss the role in more detail.

Sincerely,

Bert Mahoney
805-798-3430