

Mary Chao

Digital Marketing Specialist

Omaha, 2019-01-28

Ashley Alameda
Head of Marketing
Avanix, Inc.
2509 Hall Valley Drive
Omaha, NE 72662

Dear Ashley,

Two months ago, I hit a goal I never thought I'd reach. I pushed SEO traffic to 20 million monthly views. One year ago, traffic for our four sites—all of which I manage through a team of 25 employees—nested at just 4 million per month. Upper management challenged me to lead the team toward doubling our traffic. We hit that goal in just six months, blowing away our sales revenue forecasts in the process.

I know your main upcoming challenge will be to grow revenue from your new website. With over seven years of experience in SEO and social media marketing, and as someone who is passionate about staying on the leading edge of tech, I'm confident I can repeat the growth I achieved with XYZ as your new Digital Marketing Manager.

In my current position, I successfully lead creative strategy and internal development teams. Specifically, I have:

Skymrocketed Inbound Marketing ROI by 43%.
Reduced Cost Per Lead by 35%.
Boosted Landing Page Conversion Rates by 55%.

What impresses me most about your online marketing strategy is that you've managed to build a self-reliant team aligned with two basic key metrics only: traffic and conversions. This perfectly reflects my core professional values.

I'm adept at reading Google and user search intent, then translating that into measurable returns. Can we schedule a call to discuss ideas for growing your revenue by 25% in 2018?

Sincerely,
Mary Chao



Personal Info

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Anne McKinney

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Resumes and Cover Letters that Have Worked Anne McKinney,1996 Model cover letters and resumes cover such fields as aviation communication finance and sales **Winning Cover Letters** Robin Ryan,2002-11-29 Robin Ryan is the hottest career expert in America today Susan Cowden TV anchor NW Cable News LAND YOUR DREAM JOB WITH THE PERFECT COVER LETTER With the expert advice of Robin Ryan one of America s top career coaches thousands of job hunters have beaten the competition and landed their ideal jobs Her innovative and simple step by step plan incorporates the results of an extensive nationwide survey of hiring managers and human resources personnel to offer proven world class job hunting techniques and strategies You ll create powerful attention grabbing letters avoid costly mistakes and learn to sell yourself and your skills to the employers you want to work for With Ryan s popular and highly effective Power Impact Technique TM you ll have employers hunting you This newly updated Second Edition features even more Winning Cover Letters examples of what not to do and new chapters on using the Internet marketing yourself and much more Fatal mistakes to avoid as viewed by human resources professionals who ve seen it all World class cover letters that landed interviews and jobs Exercises to help you assess your skills and accomplishments The writing technique selected by 96% of hiring managers as their preferred style A new special section for top executives including CEOs presidents and vice presidents New advice for those in the creative arts new graduates volunteers and career changers Tips on writing target letters to catch the eye of the employers you want to work for This book is a major breakthrough teaching you how to easily write effective cover letters that employers will respond to Mark Tranter founder America4Hire By far this is the best book ever written on writing cover letters Sandy Dehan HR Manager Fortune 500 company My dream job called after I mailed my first cover letter I landed the job and owe it all to Robin Ryan s effective techniques Marianne Jones client

How to Write the Perfect Federal Job

Résumé & Résumé Cover Letter Melanie Williamson,2011 Accompanying CD ROM contains sample resumes and cover letters and several PDFs from USAJOBS gov *Environmental Health Perspectives* ,1993 **Career Essentials: The Cover Letter** Dale Mayer,2011-05-20 Today s economy leaves little room for second chances in the job market Hiring managers are swamped with applications What are you doing to rise to the top of the pile and get noticed If it isn t creating a cover letter driven by facts and filled with punch you aren t doing enough The cover letter is often overlooked as a key marketing tool the perfect introduction It can be blank and uninteresting or it can offer the potential employer exactly what they are seeking Don t overlook this simple step that can improve your chances over other candidates This book walks you through the various elements of a good cover letter taking you through each step with plenty of examples to show exactly what you need to know to create the best cover letter over and over again Make yours the one that brings the light of relief into the recruiter s eye as they see the perfect candidate At just over a hundred pages this concise easy to read guide is full of professional information that will make your job search take off **Inland Printer, American Lithographer** ,1900

Real-resumes for U.S. Postal Service Jobs Anne McKinney,2004 Sample resumes and forms filled out so that you will see the documents real people used to find employment in the postal service *Torum V. United States of America* ,1991

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Cover Letters that Blow Doors Open Anne McKinney,1999 Designed as the comprehensive guide to cover letter preparation the 272 page book shows examples of exciting and door opening cover letters The main section of the book shows cover letters by field and industry For example job hunters in the accounting field will find examples of cover letters used to blow doors open in the accounting banking and financial community From aviation to computer operations to management to sales to transportation cover letters tailored to specific fields are illustrated which can be used as models or templates for those involved in a job hunt But what if a job hunter is changing careers or doesn t need a cover letter targeting a specific field or functional area There s a section showing examples of all purpose cover letters career change cover letters cover letters for entrepreneurs and cover letters for those seeking their first job For those seeking advice on how to respond to ads how to handle questions about salary requirements how to request consideration for multiple job openings in the organization and how to write letters for special situations there s a section entitled Sixteen Commonly Asked Questions About Cover Letters and Job Hunting *Toxicological Profile for 1,1,1-trichloroethane* ,2006 **Murray V. Civiletti** ,1982 Emigrating to the USA Edward C. Beshara,Richard Paroutaud,Karla Paroutaud,1994 National Guard Magazine for the Troops of All States ,1915 Hello! USA Judy Priven,2002

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