

1  
Header  
(Top-Left  
Corner)

Your Contact  
Information

City and Date

Employer  
Contact  
Information

2  
Personal Salutation  
and "The Hook"

3  
Central Paragraphs:  
Your Offer and Motivation

4  
Call to Action

5  
Sign-Off

**Mary Chao**

Digital Marketing Specialist

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Omaha, NE 68132

Phone: 402-234-2338

E-mail: marychao@gmail.com

Omaha, NE 68132

**Ashley Alameda**  
Head of Marketing  
Avanza, Inc.  
3000 Hall Valley Drive  
Omaha, NE 68142

Dear Ashley,

Two months ago, I hit a goal I never thought I'd reach. I pushed SEO traffic to 20 million monthly visitors. One year ago, traffic for our four sites—all of which I manage through a team of 12 employees—reached 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, exceeding every our sales revenue forecast in the process.

I know your main upcoming challenge will be to grow revenue from your new website. With over seven years experience in SEO and social media marketing, and no concern when it pertains to staying on the leading edge of tech, I'm confident I can repeat the growth I achieved with SEO as your new Digital Marketing Manager.

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

- Doubled LinkedIn Marketing ROI by 42%.
- Reduced Cost Per Lead by 30%.
- Raised Landing Page Conversion Rates by 15%.

What impresses me most about your online marketing strategy is that you've managed to create 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 to measurable returns. Can we schedule a call to discuss ideas for growing your revenue by 25% in 2019?

Thank you for your time. I look forward to hearing from you.

Mary Chao  
402-234-2338  
marychao@gmail.com

## Cover Letter Top

**The Experts at AARP,The Experts at  
Dummies**

## **Cover Letter Top:**

*101 Best Cover Letters* Michael Betrus, Jay A. Block, 1999-04-22 Beat out the competition for the best jobs Create an image of accomplishment professionalism and competence that today's employers are begging for Job seekers have paid hundreds of dollars for the expertise in these dynamic guides and regarded every cent as well spent With these job landing tools on your desktop you'll have the same savvy working for you for far far less with the same great results *101 Best Resumes* packs tried and proven advice you'll use to Create a resume that gets you in the door Target your resume for a specific positions over 70 different categories are covered Experiment with traditional and new formats More *101 Best Cover Letters* shows you how to put together compelling letters to accompany your resume Learn how to Ignite interest with the first two sentences Turn references into endorsements Send your cover letter online Pick up smart interviewing tips

negotiate a higher salary use the Internet in your job search work with recruiters and much much more **Cover Letter**

*Joshua Carter, 2015-08-24 Learn The Easiest And Most Effective Way to Write A Cover Letter* Ever spotted the dream job that will transform your life for the better but feel that sinking feeling in the pit of your stomach when you realise that you need to include a cover letter Sick of working tirelessly to find that perfect project only to be met with rejection letter after rejection letter Maybe you're returning to the workforce and are looking to streamline your efforts perfect your cover letter and discover that special sauce that will provide you with a competitive edge Cover letters are an essential part of the majority of job applications but if you miss the target and get them wrong you have wasted both your time and effort and won't be called for an interview anytime soon But they're so hard to write How on earth are you supposed to summarise all of your skills into one single letter How do you know what you absolutely must include and what would be best avoided How can you capture the attention of the hiring manager without resorting to gimmicks And worst of all how do you even get started Many years ago I was in the exact same position as you find yourself in I struggled I procrastinated and I failed But I soon learned the secrets to creating awesome cover letters that don't just look good they actually work and in this book I will share them with you so you can win that job and create the life of your dreams This approach is quick effective and will save hours or even weeks of your life Here's what you can expect to find within *Why Your Cover Letter Matters* What Are Employers Really Looking For How To Target The Company's Needs How To Structure Your Covering Letter Building An Introduction That Works How To Sell Your Skills and Background How To Tell The Right Stories So You Get Noticed The Importance of Editing And much more including our top rated cover letter worksheet that will help you discover the key information you should include in order to get noticed Are you ready to change your life Press Buy now with 1 Click to receive this life changing information for just 9.99 Order Your Copy Today **Gallery of Best Cover Letters** David Franklin Noble, 2004 This collection is composed of nearly 300 quality cover letters and 35 corresponding resumes written by professional resume writers It includes expert tips for writing and designing cover letters for maximum impact a rich idea book full of adaptable

examples and suggestions     *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     *The Perfect Cover Letter* Richard H. Beatty,1989-04-14

How to get the job with a well written cover letter This practical guide to cover letter preparation deals with the entire process step by step from design and construction to content Included are samples of cover letters that work and some that don t There are instructions for preparing a wide range of cover and employment letters with examples of each for easy reference

**Best Resumes and Letters for Ex-Offenders** Wendy S. Enelow,Ronald L. Krannich,2020-10-15 Finding a good job is the best way to quickly transform one s life That s especially true for ex offenders with red flags in their backgrounds Knowing employers are reluctant to hire them many ex cons face rejections and lose hope Indeed lacking job search smarts from properly writing resumes networking for job leads and acing job interviews many go from one dead end job to another and then back to prison For many their odorous rap sheet becomes their resume The good news most ex offenders ARE employable Indeed each year thousands of ex cons find rewarding jobs that change their lives They discover many employers are willing to give them a second chance But these job seekers must first communicate their qualifications to prospective employers through powerful resumes and letters the most important step for getting a job interview Best Resumes and Letters for Ex Offenders is the first book to address the unique job search challenges facing ex offenders as they prepare to communicate their qualifications to employers Written by two of America s leading career experts this book is jam packed with the latest information tips strategies and examples of what you must do in order to get the critical job interview It includes 25 things you must know about resumes 35 writing mistakes you should avoid 19 frequently asked questions and expert advice Step by step resume writing instructions 40 examples of 2 types of winning resumes 8 types of job search letters 42 examples of effective letters you should write Resume and letter evaluation forms Resume writing worksheets 400 action verbs and personality descriptors Re entry resources and digital skills for ex offenders Follow the principles tips and examples outlined in this book and you too will join the growing ranks of ex offenders who have

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*How to Write a Cover Letter* Theodore Kingsley,2023-06-26 **Best Entry-level Jobs** Ron Lieber,2004 Are you worried about finding yourself in an entry level job that fills your day with chores like changing the toner cartridge on the Xerox machine Let s face it your first job out of college can be a rude awakening But take heart it doesn t have to be that way Best Entry Level Jobs reveals where the best first job opportunities in the country are and what you need to do to get one of them We give you an inside look of hiring procedures salaries benefits and where entry level hires usually work We ve interviewed hundreds of people who currently hold the entry level jobs featured within these pages and they share with you their experiences and opinions about Getting hired Salaries Job responsibilities On the job training Co workers and corporate

culture Opportunities for advancement     *Internet, Phone, Mail, and Mixed-Mode Surveys* Don A. Dillman,Jolene D. Smyth,Leah Melani Christian,2014-08-06 The classic survey design reference updated for the digital age For over two decades Dillman s classic text on survey design has aided both students and professionals in effectively planning and conducting mail telephone and more recently Internet surveys The new edition is thoroughly updated and revised and covers all aspects of survey research It features expanded coverage of mobile phones tablets and the use of do it yourself surveys and Dillman s unique Tailored Design Method is also thoroughly explained This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high quality feedback from survey questions Consistent with current emphasis on the visual and aural the new edition is complemented by copious examples within the text and accompanying website This heavily revised Fourth Edition includes Strategies and tactics for determining the needs of a given survey how to design it and how to effectively administer it How and when to use mail telephone and Internet surveys to maximum advantage Proven techniques to increase response rates Guidance on how to obtain high quality feedback from mail electronic and other self administered surveys Direction on how to construct effective questionnaires including considerations of layout The effects of sponsorship on the response rates of surveys Use of capabilities provided by newly mass used media interactivity presentation of aural and visual stimuli The Fourth Edition reintroduces the telephone including coordinating land and mobile Grounded in the best research the book offers practical how to guidelines and detailed examples for practitioners and students alike     *Gallery of Best Cover Letters* David Franklin Noble,2014-05-14

Writing a cover letter is more than a necessary step in the job search porcess It is a chance to make a stellar first impression on hiring managers and stand out from dozens of other candidates vying for the same job With this book readers will discover how to craft a superior cover letter that ensures they will get noticed and gain momentum in their search for employment *Gallery of Best Cover Letters* is packed with expert tips for writing and designing cover letters plus a diverse collection of more than 300 sample cover letters written by professional resume writers It also includes more than 20 corresponding resumes These examples span numerous fields from healthcare and education to law enforcement and sales A helpful index of sample letters and resumes sorted by occupation will help readers quickly find examples that speak directly to their career aspirations     **National Buiness Employment Weekly Cover Letters** National Business Employment Weekly,Taunee S. Besson,1995-08-11 Write Powerful Letters That Win Over Your Future Employer Even the best resume can fall flat if it is accompanied by an ineffective cover letter With this invaluable book you ll learn how to write cover letters that jump out from the pile and grab the employer s attention Written by an award winning columnist at the National Business Employment Weekly today s leading career resource it s packed with practical tips and psychological insights that will help set you apart from the competition and win you an interview Starting with the basic elements of the cover letter you ll get expert advice on how to customize letters for responding to a want ad contacting an executive search firm or reaching out to target companies

with plenty of sample letters from successful job hunters Special chapters cover the unique problems of first time job seekers women returning to the work force career changers and seasoned professionals including information that will show you how to turn apparent liabilities into assets You ll learn What three elements must be included in an effective cover letter How to read between the lines of a want ad to discover what they really want When thank you notes are necessary always and how to write one that makes you the top candidate instead of a runner up How to write a follow up letter when you haven t heard from an employer What a broadcast letter is and why it can be the best choice How to mount an effective direct mail campaign without papering the world Don t let a weak cover letter short circuit your chances This valuable guide will show you how to create powerful job search letters that will put you in the job you want [202 Great Cover Letters](#) Michael Betrus,2008-01-01 Get noticed and get the interview with the right cover letter A great cover letter is the best way to show prospective employers who you are and what you can offer So don t blow it 202 Great Cover Letters delivers a treasure trove of sample cover letters that will get you noticed whether you re applying online or in person No matter what industry you work in you ll find an effective smart cover letter for virtually any position In addition to attention grabbing sample letters 202 Great Cover Letters is packed with vital job search information Smart guidelines for researching a company s needs Handy networking concepts and ideas Valuable tips on contacting recruiters during and after interviews Proven advice for every situation including cold contact and posting on job boards Important keywords top recruiters look for Whether you re just out of college just out of work or just looking for a change of career 202 Great Cover Letters gives you all the samples formats and strategies you need to make that all important first impression [How To Write Amazing Cover Letters](#) The Hyperink Team,2012-02-12 ABOUT THE BOOK If a resume is a window into your past work experience a cover letter is the tool you use to install it Cover letters were once just an after thought something most people used to simply regurgitate their resumes In fact it wasn t until the last decade that cover letters gained wide acceptance and importance Today not only is the cover letter just as important s a resume it can be the deciding factor in whether a hiring manager looks at your resume or throws it in the trash But how do you write the kind of amazing cover letter that will get you in the door How can you create a narrative of your professional experience that makes the HR person sit up and take notice The key is knowing how to present yourself It does not matter if you ve spent 30 years in the work force or are just entering it the fact remains that you need to learn to how convince someone else to interview you MEET THE AUTHOR The Hyperink Team works hard to bring you high quality engaging fun content If ever you have any questions about our products or suggestions for how we can make them better please don t hesitate to contact us Happy reading EXCERPT FROM THE BOOK You ve probably figured out a few mistakes to avoid already but you d probably be surprised at what many employers are turned off by when reading cover letters Lack of proofreading This is a no brainer but many people often miss them or don t bother to spell check before sending out the cover letter and resume It s always a good idea to ask a friend or family member to check your letter for

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previous chapter The book begins by describing the emotional stages that we go through whenever there is a job loss Then it proceeds to describe the ways to discover your perfect job Its truly amazing how many of us lose sight of what we once were planning on doing with our career or worse yet have difficulty in describing what our ideal job would look like I have spent my career listening to people say how dissatisfied they were with their jobs and careers When I ask them what their passion is they often cannot answer what that could be Do you know what your passion is for an occupation Are you living the life that you want Are you employed in a position that is unfulfilling Are you looking for a career change Have you been a victim of downsizing It has been said that the only true success in life is to have lived life in your own way What would life be like if you lived your life in your own way When was the last time that you thought about it Did you have a dream like most of us as you were growing up to be or to do something and life got in the way Wouldnt it be wonderful if you could get up tomorrow and go to work in a position where you would feel as though you are contributing something to the organization Or being employed where you are appreciated for what you do Or better yet work in a position that you know you are making a difference Life is too short to spend time in a career that is not fulfilling Too many people ask themselves what kind of job or career would be best for them Why is it that we focus on the what rather than the how Well it is possible but you must make it happen You cant wait for employers to come to you You have to take charge of the direction of your career direction yourself What is your rationale for reading this book Could it be one of the following You are searching for a more satisfying career You have been downsized from a job You are starting your first job search Feelings like your opportunities for growth are limited where you are presently There is a basic conflict of values on the job You are a Baby Boomer and are now seeking a career that you hope will be more satisfying than what you have done so far in life There has been a significant life event that is propelling you to make a career change It could be something like a near death experience divorce turning 40 or 50 or physically unable to do the job that you have done in the past You feel as though by changing jobs you will increase your earning power You would like to pursue a dream or complete a mission Maybe you were fired or laid off and need to make a career change You have retired and now are seeking a rewarding career that you would enjoy more You have climbed the corporate ladder and your priorities have changed Often we allow corporations or organizations to manage our careers In my private career coaching practice I have helped literally thousands of individuals who have allowed corporations to totally control their lives and when they have been job eliminated or the company is acquired by another public traded corporation they find themselves searching for a new direction with their career I feel privileged like other career experts at AARP, The Experts at Dummies, 2024-02-16 **Living Your Best Life After 50 All-in-One For Dummies** The Experts at AARP, The Experts at Dummies, 2024-02-16 Get inspired and prepared for your best life at 50 Living Your Best Life after 50 All in One For Dummies is your guide as you explore new opportunities and make the most of your fifties and the decades that follow Find a new job travel for weeks or months at a time boost your health with yoga routines take up pickleball whatever it is you want to do this book will inspire you to improve your life and

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