

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



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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,*

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