

1
Header
(Top-Left
Corner)

Your Contact
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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

Ashley Alameda

Head of Marketing

Aveo, 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 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
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Cover Letter Latest Tutorial

Rosina Ehmann

Cover Letter Latest Tutorial:

The Guide to Basic Cover Letter Writing Public Library Association, Editors of VGM, 2003-09-22 A solid well written cover letter is crucial to getting a job interview Written under the auspices of the Job and Career Information Services Committee of the Public Library Association a group of librarians with many years of collective experience in researching and providing job assistance information this practical guide provides easy to follow instruction in crafting outstanding cover letters for any type of position Completely updated it features guidance in job seeking effectively online and the best ways to showcase experience with the latest technologies

The SAGE Guide to Writing in Criminal Justice Steven Hougland, Jennifer M. Allen, 2019-02-26 The SAGE Guide to Writing in Criminal Justice provides students studying crime with a how to manual for effective writing in institutions of higher learning professional settings public and private agencies and beyond It is an easy accessible resource for anyone hoping to learn the nuts and bolts of writing for criminal justice audiences Christina Mancini Virginia Commonwealth University Wilder School of Government and Public Affairs The SAGE Guide to Writing in Criminal Justice equips students with transferable writing skills that can be applied across the field of criminal justice both academically and professionally Authors Steven Hougland and Jennifer M Allen interweave professional and applied writing academic writing and information literacy with the result being a stronger more confident report writer and student in criminal justice Students are also exposed to a number of best practices for academic and professional writing such as research papers resumes and cover letters and report writing The perfect companion for any introductory criminal justice course this brief text focuses on key topics that will benefit students in their classes and in the field

The SAGE Guide to Writing in Corrections Steven Hougland, Jennifer M. Allen, 2019-12-02 The SAGE Guide to Writing in Corrections equips students with transferable writing skills that can be applied across the field of corrections both academically and professionally Authors Steven Hougland and Jennifer M Allen interweave professional and applied writing academic writing and information literacy with the result being a stronger more confident writer in their classes and in the field

A Recruiter's Guide to Job Hunting Eric Knott, 2012-03 Written by a seasoned recruiting leader this guide goes beyond job hunting basics to provide candidates with specific effective strategies to get noticed With a straight forward approach Eric Knott reveals the tactics clever job seekers use to stand out from the crowd and gain access to recruiters and hiring managers Learn how to truly integrate social media into your search Discover how students even returning students are able to gain unique access to recruiters and hiring managers allowing them to get to the front of the job hunting line Manage unemployment or changing careers so they don't hinder your job hunt Leverage job fairs and networking opportunities to gain access to decision makers Effectively use community and professional associations to advance your search Prepare for the most current approaches to interviewing learning how to effectively navigate phone screens face to face interviews and the job offer Get the details on free online resources that provide good information for candidates and those that provide the

best Gain perspective in how to vet schools as well as degree and certification programs And the list goes on With the number of candidates vying for each position this valuable resource empowers you to get ahead of the masses and get results in your search

The SAGE Guide to Writing in Policing Jennifer M. Allen,Steven Hougland,2019-12-02 Effective writing strategies for report writing guide students through the legal requirements and best practices for creating and completing reports commonly found in the field of policing Writing assignments and exercises provide students with opportunities to apply course material Examples of resumes and cover letters offer students real world tips to help prepare them for the workforce A discussion on plagiarism clearly defines the concept to students as well as offers advice on how plagiarism can be avoided An entire chapter devoted to information literacy explains to students how to better identify obtain and evaluate information

Vault Guide to Resumes, Cover Letters & Interviews Howard Leifman,Marcy Lerner,Vault (Firm),2003

From writing top notch resumes and sending tailored cover letters to going on winning interviews this best selling Vault guide is a comprehensive one volume job search source

New Perspectives on Microsoft Office Word 2003, Comprehensive Ann Shaffer,S. Scott Zimmerman,Beverly B. Zimmerman,Scott Zimmerman,2003-12 Part of the New

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Real Life Guide to Starting Your Career Margot Carmichael Lester,1998-04 Real Life Guide to Starting Your Career gives recent graduates a step by step approach to finding pursuing and securing the right job after college It is the second work from Michael Hoffman It guides new members of the educated and employed through the job hunting process and helps them identify a solid strategy for getting the most out of their career **Proceedings of the Blended**

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