



## Mary Chao

Digital Marketing Specialist

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Omaha, 01/28/19

**Ashtley Almeida**

Head of Marketing  
Avantis, Inc.  
3500 Hall Valley Drive  
Omaha, NE 70862

Dear Ashtley,

Two months ago, I hit a goal I never thought I'd reach. I pushed SEO traffic to 20-million monthly stores. One year ago, traffic for our four sites—all of which I manage through a team of 20 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, 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' 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:

- Skyrocketed Inbound Marketing ROI by 40%.
- Reduced Cost Per Lead by 25%.
- Boosted Landing Page Conversion Rates by 50%.

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  
402-234-2538  
marychao@gmail.com

# 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 Perspectives series this text offers a case based problem solving approach and innovative technology for meaningful learning of Microsoft Word 2003     **New Perspectives on Microsoft Word 2002, Comprehensive** S. Scott Zimmerman, Beverly B. Zimmerman, Ann Shaffer, 2002 Part of the New Perspectives series this text offers a case based problem solving approach and innovative technology for meaningful learning of Microsoft Word 2002     **New Perspectives on Microsoft Office 2003, First Course, Premium Edition** Ann Shaffer, Patrick Carey, Kathy Finnegan, Joseph Adamski, Roy Ageloff, 2006-02-10 The case based problem solving approach to learning Office 2003 skills This Premium Edition includes an integrated training solution to transform the way your students learn Office 2003 skills Important Notice Media content referenced within the product description or the product text may not be available in the ebook version     **Cover Letters** James Austin, 2017-08-11 What separates this book from the rest The unique way you will learn with examples and steps Many books leave you more confused than before you picked them up not this book it s clear concise and implementable We make it our goal to write this book in plain easy to understand English that anyone can understand Gone are the days of highly technical language This allows you to quickly learn topics and use your new skills immediately To aid you in learning the topics quickly and effectively this book has been designed to be the ultimate step by step guide Making sure that you re confident and clear with each topic before moving on     *New Perspectives on Microsoft Office Word 2003, Comprehensive, CourseCard Edition* Ann Schaffer, S. Scott Zimmerman, Beverly B. Zimmerman, Ann Shaffer, 2005-03 Part of the New Perspectives series this text offers a case based problem solving approach and innovative technology for meaningful learning of Microsoft Word 2003 in a full semester course By popular demand this book now includes coverage of file management     Peter Norton's Introduction to Computers Office 97 Tutorial with 3. 5 IBM Disk Peter Norton, 1998-01-05 Peter Norton s

new Office 97 Tutorial helps students learn to create process and present information using Microsoft Office 97 Emphasizing hands on instruction this applications tutorial includes a student data disk to help students apply and practice the skills and techniques they learn in each lesson     **Microsoft Word 2000 Complete Tutorial** Connie Morrison, William Robert Pasewark, 2000 With a completion time of 75 hours this book is certified as Expert level for Microsoft Word Aimed at the beginner this comprehensive book covers beginning through advanced features of the software Lessons contain objectives step by step instructions screen illustrations tips notes Internet coverage chapter summaries end of chapter exercises projects and SCANS correlations Extra challenging activities are provided along with group activities to emphasize teamwork Unit reviews contain a Command Summary Review Questions Applications and On the Job Simulations     **Peter Norton's Introduction to Computers Windows NT 4. 0 Tutorial with 3. 5 IBM Disk** Peter Norton, 1998-02 Peter Norton's new Windows NT 4 0 Tutorial helps students learn to create process and present information using Microsoft Windows NT With an emphasis on hands on instruction this applications tutorial includes a student data disk to help students apply and practice the skills and techniques they learn in each lesson     **A Guide to Chicagoland Magazines** , 2003     **The School Journal** , 1895     **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 Learning in Science, Teaching and Learning Symposium , 2005 Presents proceedings of the annual Uniserve Conference The papers contained in this book includes topics as teaching science online tutorial benefits of online assignments blended learning and other related issues in relation to teaching science at a university level     Christian Writers' Market Guide 2004 Sally Stuart, 2004-01-20 The Ultimate Resource for Successful Christian Writers Do you want to get your work published or keep your work published but you don't know where to start With current information on over 1 200 markets for the written word the Christian Writers Market Guide is an indispensable resource for Christian writers The nineteenth edition of this guide includes topical listings for magazine and book publishers helpful market analysis lists of literary agents and contact information for special markets editorial services writers conferences and groups photography markets and more The most complete and accurate publishing resource for Christian writers the Christian Writers Market Guide provides what no other resource can An indispensable tool For all you writers on Christian topics this is the reference you have to buy Writers Journal An essential reference for anyone seeking to be published in the Christian community The Midwest Book Review Stuart's guide stands out from the rest with its wealth of information and helpful hints Book Reviews for Church Librarians The single most valuable tool for those who wish to get their writing published CLASS Communique     Real Life Guide to Life After College Margot Carmichael Lester, Michael Hoffman, Shannon Turlington, R. Allen Wyke, Nicky

Rousseau,1998-04 Contains the same hard hitting pragmatic advice and insight as the first edition plus a revised and updated Job Hunting section with advice on creating a resume and the art of selling yourself in the interviewing process an improved and more explicit Personal Finance section and a completely new Internet Resources section which has up to date and accurate sight reviews and instructions

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