

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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Table of Contents Cover Letter Usa

1. Understanding the eBook Cover Letter Usa
 - The Rise of Digital Reading Cover Letter Usa
 - Advantages of eBooks Over Traditional Books
2. Identifying Cover Letter Usa
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cover Letter Usa
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cover Letter Usa
 - Personalized Recommendations
 - Cover Letter Usa User Reviews and Ratings

- Cover Letter Usa and Bestseller Lists
- 5. Accessing Cover Letter Usa Free and Paid eBooks
 - Cover Letter Usa Public Domain eBooks
 - Cover Letter Usa eBook Subscription Services
 - Cover Letter Usa Budget-Friendly Options
- 6. Navigating Cover Letter Usa eBook Formats
 - ePUB, PDF, MOBI, and More
 - Cover Letter Usa Compatibility with Devices
 - Cover Letter Usa Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cover Letter Usa
 - Highlighting and Note-Taking Cover Letter Usa
 - Interactive Elements Cover Letter Usa
- 8. Staying Engaged with Cover Letter Usa
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cover Letter Usa
- 9. Balancing eBooks and Physical Books Cover Letter Usa
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cover Letter Usa
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Cover Letter Usa
 - Setting Reading Goals Cover Letter Usa
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Cover Letter Usa
 - Fact-Checking eBook Content of Cover Letter Usa
 - Distinguishing Credible Sources

- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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