



Mary Chao

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Omaha, 01/28/19

Ashley Almeida

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

Dear Ashley,

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.

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Professional Transitions in Nursing Alister Hodge, Wayne Varndell, 2020-07-25 Written by clinical lecturers Professional Transitions in Nursing provides a practical and accessible guide to the core knowledge and skills required by nurse graduates entering the Australian workforce for the first time Part I focuses on the structure of the Australian healthcare system and the national competency standards The authors examine key issues including ethics law and codes of conduct as well as the leadership team building and communication skills necessary in a constantly changing and high pressure environment Part II outlines the clinical skills and practices a nurse graduate must master including clinical assessment risk management and reporting management plans diagnostics reasoning collaboration with other health professionals and working with patients from diverse backgrounds A special feature is an analysis of issues in Aboriginal and Torres Strait Islander nursing practice The authors also outline health information systems and technologies and how to utilise these most effectively Part III looks at career planning and lifelong learning with advice on applying for a nursing position and continual professional development This is an essential reference for both nursing graduates and overseas qualified nurses seeking to pursue a career in Australia This text will be of tremendous use to new graduate nurses nurses relocating from overseas and those of us who support these nurses during their transitions The language is easily accessible and important content about everyday nursing practice is discussed in a practical and logical way A particular strength is the use of research to support key points of discussion Professor Andrea Marshall Professor of Acute and Complex Care Nursing Griffith University This book is a must have for undergraduates newly graduated and overseas qualified registered nurses entering the Australian healthcare workforce for the first time Written by experienced nurses the book provides essential up to date information that is presented in an easily accessible way I highly recommend this book Associate Professor Jacqueline Bloomfield Sydney Nursing School University of Sydney For educators supporting student new graduate and international graduate nurses this text will be an important resource and is superbly structured to guide curriculum development and delivery Dr Danny Hills Senior Lecturer School of Nursing and Midwifery Monash University *A Comparison of the Level*

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