

1
Header
(Top-Left
Corner)

Your Contact
Information

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

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Ashley Alameda
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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 LinkedIn 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
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Cover Letter Top Tutorial

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The SAGE Guide to Writing in Criminal Justice Research Methods Jennifer M. Allen, Steven Hougland, 2020-01-28

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A Tutorial Guide to DBase IV Version 1.1 James A. Senn, 1991 *Christian Writers' Market Guide 2010* Sally E. Stuart, 2010 Identifies approximately one thousand markets for Christian writers, including book publishers and periodicals, each with contact information and submission guidelines, and includes listings of literary agents, poetry, greeting card, music, and photography markets and contests.

Mastering the Essentials of E-Learning Ryan Watkins, 2004 **The JobBank Guide to Computer & High-tech Companies**, 1999 *Encyclopedia of Careers and Vocational Guidance*, 2011 Praise for the previous edition: An outstanding resource for all libraries. Library Journal starred review: useful for job seekers and career centers of all types. Recommended American Reference Books Annual: Highly recommended for secondary school, public, and academic libraries. Booklist provides a comprehensive overview of a vast array of occupations, a great place to start a career search. School Library Journal: Encyclopedia of Careers and Vocational Guidance now in its 15th edition remains the most comprehensive career reference in print. This unparalleled resource has been fully revised and updated to contain the most accurate and current career information available. In Five Volumes and More than 4,100 Pages of Information. The five

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