

# Mary Chao

## Digital Marketing Specialist

Omaha, 2019-01-28

Ashley Alameda  
Head of Marketing  
Avanix, Inc.  
2509 Hall Valley Drive  
Omaha, NE 68102

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—rested 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:

Skyrocketed 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



### Personal Info

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# Cover Letter Usa

**Huangqi Zhang**



## Cover Letter Usa:

Resumes and Cover Letters that Have Worked Anne McKinney,1996 Model cover letters and resumes cover such fields as aviation communication finance and sales      *Winning Cover Letters* Robin Ryan,2002-11-29 Robin Ryan is the hottest career expert in America today Susan Cowden TV anchor NW Cable News LAND YOUR DREAM JOB WITH THE PERFECT COVER LETTER With the expert advice of Robin Ryan one of America s top career coaches thousands of job hunters have beaten the competition and landed their ideal jobs Her innovative and simple step by step plan incorporates the results of an extensive nationwide survey of hiring managers and human resources personnel to offer proven world class job hunting techniques and strategies You ll create powerful attention grabbing letters avoid costly mistakes and learn to sell yourself and your skills to the employers you want to work for With Ryan s popular and highly effective Power Impact Technique TM you ll have employers hunting you This newly updated Second Edition features even more Winning Cover Letters examples of what not to do and new chapters on using the Internet marketing yourself and much more Fatal mistakes to avoid as viewed by human resources professionals who ve seen it all World class cover letters that landed interviews and jobs Exercises to help you assess your skills and accomplishments The writing technique selected by 96% of hiring managers as their preferred style A new special section for top executives including CEOs presidents and vice presidents New advice for those in the creative arts new graduates volunteers and career changers Tips on writing target letters to catch the eye of the employers you want to work for This book is a major breakthrough teaching you how to easily write effective cover letters that employers will respond to Mark Tranter founder America4Hire By far this is the best book ever written on writing cover letters Sandy Dehan HR Manager Fortune 500 company My dream job called after I mailed my first cover letter I landed the job and owe it all to Robin Ryan s effective techniques Marianne Jones client      How to Write the Perfect Federal Job Résumé & Résumé Cover Letter Melanie Williamson,2011 Accompanying CD ROM contains sample resumes and cover letters and several PDFs from USAJOBS gov      Environmental Health Perspectives ,1993      **Career Essentials: The Cover Letter** Dale Mayer,2011-05-20 Today s economy leaves little room for second chances in the job market Hiring managers are swamped with applications What are you doing to rise to the top of the pile and get noticed If it isn t creating a cover letter driven by facts and filled with punch you aren t doing enough The cover letter is often overlooked as a key marketing tool the perfect introduction It can be blank and uninteresting or it can offer the potential employer exactly what they are seeking Don t overlook this simple step that can improve your chances over other candidates This book walks you through the various elements of a good cover letter taking you through each step with plenty of examples to show exactly what you need to know to create the best cover letter over and over again Make yours the one that brings the light of relief into the recruiter s eye as they see the perfect candidate At just over a hundred pages this concise easy to read guide is full of professional information that will make your job search take off      **Real-resumes for U.S. Postal Service Jobs** Anne McKinney,2004

Sample resumes and forms filled out so that you will see the documents real people used to find employment in the postal service     **Inland Printer, American Lithographer** ,1900     *Torum V. United States of America* ,1991     **Summer Jobs USA.** ,1995     *New York Court of Appeals. Records and Briefs.* New York (State).,     Doing Business in the U.S.A. Under Free Trade Mark A. Ivener,1989     **Summer Jobs U. S. A., 1995** Peterson's Guides,Peterson's Guides Staff,Peterson's,1994-11     *United States of America V. Wilks* ,1994     *Journal of the American Institute of Electrical Engineers* ,1923 Includes preprints of Transactions of the American Institute of Electrical Engineers ISSN 0096 3860

*Cover Letters that Blow Doors Open* Anne McKinney,1999 Designed as the comprehensive guide to cover letter preparation the 272 page book shows examples of exciting and door opening cover letters The main section of the book shows cover letters by field and industry For example job hunters in the accounting field will find examples of cover letters used to blow doors open in the accounting banking and financial community From aviation to computer operations to management to sales to transportation cover letters tailored to specific fields are illustrated which can be used as models or templates for those involved in a job hunt But what if a job hunter is changing careers or doesn t need a cover letter targeting a specific field or functional area There s a section showing examples of all purpose cover letters career change cover letters cover letters for entrepreneurs and cover letters for those seeking their first job For those seeking advice on how to respond to ads how to handle questions about salary requirements how to request consideration for multiple job openings in the organization and how to write letters for special situations there s a section entitled Sixteen Commonly Asked Questions About Cover Letters and Job Hunting     Toxicological Profile for 1,1,1-trichloroethane ,2006     **Murray V. Civiletti** ,1982     **101 Best Cover Letters** Jay A. Block,Michael Betrus,1999-04-22 Beat out the competition for the best jobs Create an image of accomplishment professionalism and competence that today s employers are begging for Job seekers have paid hundreds of dollars for the expertise in these dynamic guides and regarded every cent as well spent With these job landing tools on your desktop you ll have the same savvy working for you for far far less with the same great results 101 Best Resumes packs tried and proven advice you ll use to Create a resume that gets you in the door Target your resume for a specific positions over 70 different categories are covered Experiment with traditional and new formats More 101 Best Cover Letters shows you how to put together compelling letters to accompany your resume Learn how to Ignite interest with the first two sentences Turn references into endorsements Send your cover letter online Pick up smart interviewing tips negotiate a higher salary use the Internet in your job search work with recruiters and much much more     *Emigrating to the USA* Edward C. Beshara,Richard Paroutaud,Karla Paroutaud,1994     **National Guard Magazine for the Troops of All States** ,1915

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