

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

**Mary Chao**

Digital Marketing Specialist

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**Ashley Alameda**  
Head of Marketing  
Avanza, Inc.  
3000 Hall Valley Drive  
Omaha, NE 68142

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  
402-234-2338  
marychao@gmail.com

## Cover Letter Top Tutorial

**Sally E. Stuart**

## Cover Letter Top Tutorial:

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

The SAGE Guide to Writing in Criminal Justice Research Methods equips students with transferable writing skills that can be applied across the field of criminal justice both academically and professionally. Authors Jennifer M. Allen and Steven Hougland interweave professional and applied writing academic writing and information literacy with the result being a stronger more confident writer researcher and student in criminal justice. Focused on teaching students how to write in the academic setting while introducing them to a number of other writing tools specific to research methods such as writing literature reviews abstracts proposals and more. The perfect companion for any criminal justice research methods 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.

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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.

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