



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.

Mary Chao
402-234-2538
marychao@gmail.com

Cover Letter Top Tutorial

Sally E. Stuart

A red circular graphic with a gradient, appearing as a partial circle or a thick arrow pointing to the right, located on the right side of the light blue bar.

Cover Letter Top Tutorial:

The SAGE Guide to Writing in Criminal Justice Research Methods Jennifer M. Allen, Steven Hougland, 2020-01-28
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Christian Writers' Market Guide 2006 Sally E. Stuart, 2006 For more than twenty years the Christian Writers Market Guide has offered indispensable help to Christian writers The 2006 edition includes up to date listings of over twelve hundred markets for books articles stories poetry greeting cards and more including information on forty new book publishers eighty three new periodicals and thirty four new literary agents

Cass & Birnbaum's Guide to American Colleges Melissa

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