

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



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Cover Letter Usa Tutorial

RD Boyd



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Table of Contents Cover Letter Usa Tutorial

1. Understanding the eBook Cover Letter Usa Tutorial
 - The Rise of Digital Reading Cover Letter Usa Tutorial
 - Advantages of eBooks Over Traditional Books
2. Identifying Cover Letter Usa Tutorial
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cover Letter Usa Tutorial
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cover Letter Usa Tutorial
 - Personalized Recommendations
 - Cover Letter Usa Tutorial User Reviews and Ratings
 - Cover Letter Usa Tutorial and Bestseller Lists

5. Accessing Cover Letter Usa Tutorial Free and Paid eBooks
 - Cover Letter Usa Tutorial Public Domain eBooks
 - Cover Letter Usa Tutorial eBook Subscription Services
 - Cover Letter Usa Tutorial Budget-Friendly Options
6. Navigating Cover Letter Usa Tutorial eBook Formats
 - ePub, PDF, MOBI, and More
 - Cover Letter Usa Tutorial Compatibility with Devices
 - Cover Letter Usa Tutorial Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cover Letter Usa Tutorial
 - Highlighting and Note-Taking Cover Letter Usa Tutorial
 - Interactive Elements Cover Letter Usa Tutorial
8. Staying Engaged with Cover Letter Usa Tutorial
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cover Letter Usa Tutorial
9. Balancing eBooks and Physical Books Cover Letter Usa Tutorial
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cover Letter Usa Tutorial
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Cover Letter Usa Tutorial
 - Setting Reading Goals Cover Letter Usa Tutorial
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Cover Letter Usa Tutorial
 - Fact-Checking eBook Content of Cover Letter Usa Tutorial
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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