

# Mary Chao

## Digital Marketing Specialist

Omaha, 2019-01-28

Ashley Alameda  
Head of Marketing  
Avanix, Inc.  
2509 Hall Valley Drive  
Omaha, NE 72662

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

**Chao Zhang**



## Cover Letter Usa:

**Environmental Health Perspectives** ,1993      **The Guide to Basic Cover Letter Writing** Steven Provenzano,1995

Sooner or later you ll want to apply for a job and you know you won t be the only one applying To make your qualifications stand out front the crowd you have to know how to present them There s no better way to match your sales pitch to your reader s interests than with a great cover letter A cover letter gives yourself a chance to focus on your strongest points It lets you tell more about yourself than a resume can And it lets you say it straight to your reader one on one      *Doing Business in the U.S.A. Under Free Trade* Mark A. Ivener,1989      The Perfect Cover Letter Richard H. Beatty,1997 A well designed cover letter can prove to be a more powerful selling tool than a CV showcasing your thinking abilities writing skills and personality traits in ways that an employer cannot detect from the more rigid CV      **Summer Jobs USA.** ,1995

**Resumes and Cover Letters** . Sparknotes Editors,2002-10 SparkChartsTM created by Harvard students for students everywhere serve as study companions and reference tools that cover a wide range of college and graduate school subjects including Business Computer Programming Medicine Law Foreign Language Humanities and Science Titles like How to Study Microsoft Word for Windows Microsoft Powerpoint for Windows and HTML give you what it takes to find success in school and beyond Outlines and summaries cover key points while diagrams and tables make difficult concepts easier to digest This four page chart includes Diagrammed examples of good and bad cover lettersFour examples of successful resumesTips on writing and formatting a resumes and cover lettersA table of action verbsA list of the most common resume errors      **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 *Working and Living USA* Christian Williams,2005 Packed with practical advice personal case studies and points of reference this new title from Cadogan has all readers need to know about moving to the United States and starting a new life out there **PBI/USA Report** ,1992 Hello! USA Judy Priven,2002 **America's Fastest Growing Employers** Carter Smith,1994 The complete guide to finding jobs with over 275 of America s hottest companies **Bicycle USA.** ,1992 **American Journal of Respiratory and Critical Care Medicine** ,2003

**Scientific Canadian Mechanics' Magazine and Patent Office Record** Canada. Patent Office,1891 The Canadian Magazine of Science and the Industrial Arts, Patent Office Record ,1890 *Canadian Magazine of Science and the Industrial Arts, Patent Office Record* ,1891 *International Trade Reporter* ,1995 **The Canadian Patent Office record and register of copyrights and trade marks** Kanada Patent Office,1891 Minutes - United Presbyterian Church in the U.S.A. United Presbyterian Church in the U.S.A. General Assembly,Presbyterian Church in the U.S.A. General Assembly,1894 Vol for 1958 includes also the Minutes of the final General Assembly of the United Presbyterian Church of North America and the minutes of the final General Assembly of the Presbyteruan Church in the U S A **Murray V. Civiletti** ,1982

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