

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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2,4,6-tribromophenol and Other Simple Brominated Phenols Paul Howe,Stuart Dobson,Heath Malcolm,World Health Organization,2005-12-23 Published under the joint sponsorship of the United Nations Environment Programme the International Labour Organization and the World Health Organization and produced within the framework of the Inter organization Programme for the Sound Management of Chemicals IOMC On cover IPCS International Programme on Chemical Safety **The Engineer's Career Guide** John A. Hoschette,2010-05-25 This is the most complete career resource guide book for engineers dealing with the non technical side of engineering It provides career advice for engineers at all stages of their careers whether newly graduated mid career or soon to be retired This book provides many real world practical proven common sense career tips supported by actual work and experiences examples Tips deal with problems the engineer may encounter with supervisors co workers and others in the corporation The book provides step by step guidance

on how to deal with career problems and come out ahead **History of operations research in the United States Army**
Charles R. Shrader, 2006 *History of operations research in the United States Army, V. 3, 1973-1995* , *The Grants Register 1999*
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