

# 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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**The American Directory of Writer's Guidelines** Brigitte M. Phillips,Susan D. Klassen,Doris Hall,2005 Perhaps the best kept secret in the publishing industry is that many publishers both periodical publishers and book publishers make available writer s guidelines to assist would be contributors Written by the staff at each publishing house these guidelines help writers target their submissions to the exact needs of the individual publisher The American Directory of Writer s Guidelines is a compilation of the actual writer s guidelines for more than 1 500 publishers A one of a kind source to browse for article short story poetry and book ideas *United States of America V. Wilks* ,1994 **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

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