

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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Transactions of the American Institute of Electrical Engineers ,1923 Doing Business in the U.S.A. Under Free Trade Mark A. Ivener,1989 **Journal of the American Institute of Electrical Engineers** ,1923 Includes preprints of Transactions of the American Institute of Electrical Engineers ISSN 0096 3860 **Murray V. Civiletti** ,1982

Real-resumes for U.S. Postal Service Jobs Anne McKinney,2004 Sample resumes and forms filled out so that you will see the documents real people used to find employment in the postal service **The American Stationer** ,1886

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