

# 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



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**Summer Jobs USA.** ,1995     United States of America V. Wilks ,1994     **National Guard Magazine for the Troops of All States** ,1915     *Emigrating to the USA* Edward C. Beshara,Richard Paroutaud,Karla Paroutaud,1994     **American Jobs Abroad** Victoria Harlow,1994     **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     Toxicological Profile for Vinyl Acetate ,1992     *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

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