



How to format a cover letter

1

Header
(Top-Left
Corner)

Your Contact
Information

City and Date

Employer
Contact
Information

2

**Personal Salutation
and "The Hook"**

3

**Central Paragraphs:
Your Offer and Motivation**

4

Call to Action

5

Sign-Off

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Omaha, 01/08/19

Adley Almeida

Head of Marketing
Avantis, Inc.
3500 Hill Valley Drive
Omaha, NE 68102

Dear Adley,

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 20 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' 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 recent position, I successfully led creative strategy and internal development teams. Specifically, I have:

- Skyrocketed Inbound Marketing ROI by 40%.
- Reduced Cost Per Lead by 25%.
- Boosted Landing Page Conversion Rates by 50%.

What impresses me most about your online marketing strategy is that you've managed to create 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 to measurable returns. Can we schedule a call to discuss ideas for growing your revenue by 25% in 2019?

Thank you for your time. I look forward to hearing from you.

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Cover Letter Latest Tutorial

G Psacharopoulos



Cover Letter Latest Tutorial:

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