

1

Header
(Top-Left
Corner)

Your Contact
Information

City and Date

Employer
Contact
Information

Mary Chao

Digital Marketing Specialist

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Omaha, NE 68102

Phone: 402-234-2038

E-mail: marychao@gmail.com

Omaha, 01/28/19

Adley Almeida

Head of Marketing

Avantis, Inc.
3500 Hill Valley Drive
Omaha, NE 68102

2

Personal Salutation
and "The Hook"

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—routed 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.

4

Call to Action

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?

5

Sign-Off

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

Mary Chao
402-234-2038
marychao@gmail.com

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Central Paragraphs:
Your Offer and Motivation

Cover Letter Guide Setup

Joanna L. Krotz, John Pierce, Ben Ryan

Cover Letter Guide Setup:

The Guide to Basic Cover Letter Writing Public Library Association, Editors of VGM, 2003-09-22 A solid well written cover letter is crucial to getting a job interview Written under the auspices of the Job and Career Information Services Committee of the Public Library Association a group of librarians with many years of collective experience in researching and providing job assistance information this practical guide provides easy to follow instruction in crafting outstanding cover letters for any type of position Completely updated it features guidance in job seeking effectively online and the best ways to showcase experience with the latest technologies

The Guide to Basic Cover Letter Writing Steven Provenzano, 1995 Sooner or later you ll want to apply for a job and you know you won t be the only one applying To make your qualifications stand out front the crowd you have to know how to present them There s no better way to match your sales pitch to your reader s interests than with a great cover letter A cover letter gives yourself a chance to focus on your strongest points It lets you tell more about yourself than a resume can And it lets you say it straight to your reader one on one

Directory of Federal Court Guidelines In-house: MR, 1996-01-01 The Directory of Federal Court Guidelines outlines the requirements of over 600 federal judges in detailed form along with the procedures they mandate on such essential matters as discovery scheduling conferences alternative dispute resolution voir dire marking of exhibits and jury participation This is critical inside information directly from the federal courts and judges compiled and published in cooperation with the American Bar Association s Section of Litigation You will get every sitting judge s educational background previous experience on the bench with the government and in private practice and honors and awards Many judges have provided photographs and the names and telephone numbers of their secretaries and court clerks as well Updated three times a year Directory of Federal Court Guidelines will prove to be a vital research tool for preparing your case

The EM Guide to Effective Resumes Michael L. Redd, 2004

The Complete Idiot's Guide to Grant Writing Waddy Thompson, 2003 Offers advice to grant writers on how to obtain the funds most suitable to given needs covering such areas as writing a statement of need developing a budget and building partnerships

The Job Search: Your Guide to Success Barbara Zarna, 1996-07-08 This text provides step by step guidance for creating the necessary documents to find a job In addition to helping students land their first job the text also provides students information on the importance of staying flexible and marketable throughout their working lives

Ferguson Career Resource Guide to Internships and Summer Jobs, 2-Volume Set Carol Turkington, 2014-05-14 Provides details on over 550 internships and summer jobs

NISC DISC User's Guide , 1997

Public Interest Job Search Guide , 2000

Hollywood Drive Eve Light Honthamer, 2005 Hollywood Drive What it Takes to Break in Hang in Make it in the Entertainment Industry is the essential guide to starting and succeeding at a career in film and TV Written by a Hollywood insider Honthamers invaluable experience and advice will give those attempting to enter and become successful in the entertainment industry the edge they need to stand out among the intense competition Because while film school

prepares students to write a script direct a scene and operate a camera few newcomers enter the job market understanding how this business truly works and how to land a first job much less succeed in the industry Hollywood Drive is not merely a book about what it takes to get your foot in the door It goes beyond that by offering you the tools attitude philosophy and road map you'll need to give yourself a good fighting chance at success whether you're looking for your very first job or for a strategy to move your career to the next level This book will allow you to proceed with your eyes wide open knowing exactly what to expect Hollywood Drive explores the realities of the industry various career options effective job search strategies how to write an effective cover letter and resume what to expect on your first job the significance of networking and building solid industry relationships how a project is sold and how a reel production office and set operate You'll learn how to define your goals and make a plan to achieve them how to survive the tough times how to deal with big egos and bad tempers and how to put your passion to work for you Hollywood insider with 20 years of experience provides realistic advice and tips on getting a first job and moving up in a tough industry Covers a variety of career choices and the basics of how a production is set up and run Includes must have information on breaking into both Hollywood and smaller markets nationwide

The Job Search Manual, 199? **The Nonprofit Manager's Resource Directory** Ronald A. Landskroner, 2002-04-30 A newly revised and updated edition of the ultimate resource for nonprofit managers If you're a nonprofit manager you probably spend a good deal of your time tracking down hard to find answers to complicated questions The Nonprofit Manager's Resource Directory Second Edition provides instant answers to all your questions concerning nonprofit oriented product and service providers Internet sites funding sources publications support and advocacy groups and much more If you need help finding volunteers understanding new legislation or writing grant proposals help has arrived This new updated edition features expanded coverage of important issues and even more answers to all your nonprofit questions Revised to keep vital information up to the minute The Nonprofit Manager's Resource Directory Second Edition Contains more than 2 000 detailed listings of both nonprofit and for profit resources products and services Supplies complete details on everything from assistance and support groups to software vendors and Internet servers management consultants to list marketers Provides information on all kinds of free and low cost products available to nonprofits Features an entirely new section on international issues Plus 10 bonus sections available only on CD ROM The Nonprofit Manager's Resource Directory Second Edition has the information you need to keep your nonprofit alive and well in these challenging times Topics include Accountability and Ethics Assessment and Evaluation Financial Management General Management Governance Human Resource Management Information Technology International Third Sector Leadership Legal Issues Marketing and Communications Nonprofit Sector Overview Organizational Dynamics and Design Philanthropy Professional Development Resource Development Social Entrepreneurship Strategic Planning Volunteerism

The Job Search Barbara Zarna, 1994 This text provides step by step guidance for creating the necessary documents to find a job In addition to helping students

land their first job the text also provides students information on the importance of staying flexible and marketable throughout their working lives *Public Interest Job Search Guide* Stacy M. DeBroff,1992 **Undergraduate Career Guide** ,1996 **Black Enterprise** ,1987 **Novel and Short Story Writer's Market '97** Barbara N. Kuroff,1996-12-15 An annually published directory of book and magazine publishers contest information conference and workshop listings and writers organizations plus writing and marketing tips **Microsoft Small Business Kit** Joanna L. Krotz,John Pierce,Ben Ryan,2005 Whether readers are planning a start up or managing an established business they can get the expert advice and tools they need to work smarter and get more done with the help of this business kit from Microsoft The CD ROM includes job aids templates demos evaluation software in depth content for vertical markets and other reference materials

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