

# 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—nested 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:

Skymrocketed 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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# Cover Letter In The Us

**Wesley Washington Pasko**

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*History of operations research in the United States Army, V. 3, 1973-1995 , 2,4,6-tribromophenol and Other*

**Simple Brominated Phenols** Paul Howe,Stuart Dobson,Heath Malcolm,World Health Organization,2005-12-23 Published under the joint sponsorship of the United Nations Environment Programme the International Labour Organization and the World Health Organization and produced within the framework of the Inter organization Programme for the Sound Management of Chemicals IOMC On cover IPCS International Programme on Chemical Safety *Federal Register*,1990-06

**The International MBA Student's Guide to the U.S. Job Search** ,2006 **Dictionnaire Anglais Des Affaires, Du Commerce Et de la Finance** ,1996 This dictionary consists of some 100 000 terms and references in bith French and English including 4 000 abbreviations over 45 subject areas are covered including Accountancy Banking Business Administration Computing Economics Environment Finance General Commerce Human Resource Management Import Export Industry Insurance Law Leisure Management Mathematics Media Patents Politics Property Sales Marketing Stock Market Taxation Tourism Transport Welfare Safety Also included is a comprehensive up to date reference section on countries business correspondence and situations job titles stock exchanges economic indexes and numbers KEY FEATURES Term Specialists the terms list has been checked by over 100 sources including experts from Apple France Association Fran aise des Banques Chartered Institute of Banking France Telecom Institute of European Trade and Technology American Graduate School of Management London School of Economics Ecole sup rieure de commerce de Lyon Department of Trade and Industry Law Society University of Reading Environment Council University of Bath Centre de Recherche et de Gestion Manchester Business School Ecole sup rieure internationale de commerce and Ecole des hautes tudes commerciales de Montral HEC Prestigious experts include Prof Chris Nobes Prof Michel P ron Prof Gordon Shenton Dr Van de Yeught and Prof Peter Walton Native Speakers all stages of compilation have included native speakers of French as well as English and extensive coverage of US as well as UK terminology *Killer Cover Letters and Resumes* ,2008 **Routledge French**

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