

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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IM Harris



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Table of Contents Cover Letter In The Us

1. Understanding the eBook Cover Letter In The Us
 - The Rise of Digital Reading Cover Letter In The Us
 - Advantages of eBooks Over Traditional Books
2. Identifying Cover Letter In The Us
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cover Letter In The Us
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cover Letter In The Us
 - Personalized Recommendations
 - Cover Letter In The Us User Reviews and Ratings
 - Cover Letter In The Us and Bestseller Lists
5. Accessing Cover Letter In The Us Free and Paid eBooks
 - Cover Letter In The Us Public Domain eBooks
 - Cover Letter In The Us eBook Subscription Services
 - Cover Letter In The Us Budget-Friendly Options
6. Navigating Cover Letter In The Us eBook Formats

- ePub, PDF, MOBI, and More
- Cover Letter In The Us Compatibility with Devices
- Cover Letter In The Us Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cover Letter In The Us
 - Highlighting and Note-Taking Cover Letter In The Us
 - Interactive Elements Cover Letter In The Us
- 8. Staying Engaged with Cover Letter In The Us
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cover Letter In The Us
- 9. Balancing eBooks and Physical Books Cover Letter In The Us
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cover Letter In The Us
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Cover Letter In The Us
 - Setting Reading Goals Cover Letter In The Us
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Cover Letter In The Us
 - Fact-Checking eBook Content of Cover Letter In The Us
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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