



Mary Chao

Digital Marketing Specialist

Address: 4710 Oak Way
Omaha, NE 68102

Phone: 402-234-2538

E-mail: marychao@gmail.com

Omaha, 01/28/19

Ashtley Almeida

Head of Marketing
Avantis, Inc.
3500 Hall Valley Drive
Omaha, NE 70862

Dear Ashtley,

Two months ago, I hit a goal I never thought I'd reach. I pushed SEO traffic to 20-million monthly stores. One year ago, traffic for our four sites—all of which I manage through a team of 20 employees—reached 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 current position, I successfully lead 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.

Mary Chao
402-234-2538
marychao@gmail.com

Application Cover Letter Guidelines

Christine Tardy



Application Cover Letter Guidelines:

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

Business and Professional Writing: A Basic Guide for Americans Paul MacRae, 2016-05-30 Straightforward practical and focused on realistic examples Business and Professional Writing A Basic Guide for Americans is an introduction to the fundamentals of professional writing The book emphasizes clarity conciseness and plain language Guidelines and templates for business correspondence formal and informal reports brochures and press releases and oral presentations are included Exercises guide readers through the process of creating and revising each genre and helpful tips reminders and suggested resources beyond the book are provided throughout

How to Write a Cover Letter Theodore Kingsley, 2023-06-26 Cover Letters In A Week Pat Scudamore, Hilton Catt, 2013-03-29 Sunday Understand the importance of first impressions and the common mistakes people make Monday Ensure your application is taken seriously with a cover letter that is concise complements your CV and is targeted to the job you have applied for Tuesday Discover how to style and structure your cover letter with advice on forms of address etiquette fonts margins and the importance of white space Wednesday Design your cover letter to engage your audience and overcome the competition for advertised jobs Thursday Design a speculative cover letter to approach the invisible job market Friday Learn how to address cover letters to agencies and recruitment consultants Saturday Learn from your applications whether successful or not and develop your writing style for the future

Quick Guide to CV Building, Job Search and Interview Skills - Employability Skills Isiak A. Sanusi, 2017-04-29 This book is a quick guide to CV building job search and interview skills Before you start applying for jobs read this book from start to finish This book was written with simplicity and using key terms so you could read quickly and start applying for jobs in the appropriate way Also this book will establish you with knowledge to enable you answer common interview questions When reading this book you will experience a great deal of employability skills and you should continuously make changes This can include changes to format of your CV the way you had been applying for jobs when you should get help from professionals You will certainly be successful through reading and applying the skills in this book Good luck with your job search

Business and Professional Writing: A Basic Guide - Second Edition Paul MacRae, 2019-05-01 Straightforward practical and focused on realistic examples Business and Professional Writing A Basic Guide is an introduction to the fundamentals of professional writing The book emphasizes clarity conciseness and plain language Guidelines and templates for business correspondence formal and informal reports brochures

and press releases and oral presentations are included Exercises guide readers through the process of creating and revising each genre and helpful tips reminders and suggested resources beyond the book are provided throughout The second edition includes new sections on information security and ethics in business writing New formal proposal examples have been added and the text has been updated throughout

101 Best Cover Letters Michael Betrus, Jay A. Block, 1999-04-22 Beat out the competition for the best jobs Create an image of accomplishment professionalism and competence that today's employers are begging for Job seekers have paid hundreds of dollars for the expertise in these dynamic guides and regarded every cent as well spent With these job landing tools on your desktop you'll have the same savvy working for you for far far less with the same great results 101 Best Resumes packs tried and proven advice you'll use to Create a resume that gets you in the door Target your resume for a specific positions over 70 different categories are covered Experiment with traditional and new formats More 101 Best Cover Letters shows you how to put together compelling letters to accompany your resume Learn how to Ignite interest with the first two sentences Turn references into endorsements Send your cover letter online Pick up smart interviewing tips negotiate a higher salary use the Internet in your job search work with recruiters and much much more

Stand Out Cover Letters Mark Baker, 2016-07-20 BOOK DESCRIPTION WANT TO KNOW HOW TO GET A JOB IN THE OVERCROWDED JOB MARKET Don't be like everybody else and do what everybody else is doing Learn how to write cover letters that stand out Once you know how you'll be able to write cover letters for jobs you really want that showcase you as a standout candidate to get you the job interview This book will show you how The approach to cover letter writing in this book is different to others It focuses first on helping you ensure you have a stand out mindset which the author believes you need to have first then it teaches you how to write a stand out cover letter Whether you're just out of college changing industries mid life or charging up the corporate ladder you want to get the best job possible but how do you stand out when just about every job attracts hundreds or more applications Then there's the infamous ATS Automatic Tracking Software These days cover letters and resumes are frequently subject to ATS requirements But how do you write a letter that satisfies both human and bot eyes and at the same time stands out from the rest No matter how disillusioned or frustrated you may have felt about writing cover letters for jobs in the past now there's a new and better way Follow this simple cutting edge cover letter writing method and get the job you want In this book you will learn How to ensure you have a stand out mindset before you write your letter A free downloadable workbook to make your preparation fun and easy The exact step by step proven method others are using to create cover letters again and again Various cover letter examples How to access the 80% of jobs never advertised known as the hidden job market Simple tips and strategies including how to make your letter stand out AND be ATS compliant Critical mistakes to avoid How it's possible to create a stand out cover letter without writing a single word What's stopping you from standing out and being hired for the job of your dreams Only knowing what to do differently to other job seekers and now this book will show you how Once you know the formula your job hunting days will

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cover letters each with a different opinion on style and content Increase your interview chances stand out from the crowd apply for formal jobs and most importantly let your professional story shine and resonate with employers This book teaches how to create resumes cover letters thank you letters and powerful keyword scannable plain text ASCII resumes all tightly focused to market your Accounting education and experience relevant to your career field **No-nonsense Cover Letters** Wendy S. Enelow,Arnold G. Boldt,2007-01-01 In today s competetive job market if your cover letter doesn t grab the interviewer s attention he or she may never even glance at your resume No Nonsense Cover Letters gives you the powerful practical tools to write attention grabbing cover letters that complement your resume and get you more interviews and job offers The book begins with a thorough but easy to understand explanation of the key elements that are vital to creating attention grabbing letters including why writing a cover letter is about selling yourself how to craft targeted cover letters when to use bullets or paragraphs and creating E letters for today s E search environment Subsequent chapters offer tips on writing winning cover letters for opportunities for virtually every profession *The Perfect Cover Letter* Richard H. Beatty,1997 A well designed cover letter can prove to be a more powerful selling tool than a CV showcasing your thinking abilities writing skills and personality traits in ways that an employer cannot detect from the more rigid CV Writing Resumes and Cover Letters For Dummies - Australia / NZ Amanda McCarthy,Kate Southam,2015-05-04 Practical tricks for standing out from the crowd and getting the job you want in the Australian and New Zealand market Applying for jobs in today s tight job market can seem like an overwhelming process Competition is fierce and employers expect more than ever before from job applicants With unemployment and redundancies rising it s simply not a good time to be looking So how do make yourself stand out Writing Resumes and Cover Letters For Dummies Second Australian New Zealand Edition shows you how to catch a recruiter s attention Presenting a wealth of sample resumes and cover letters this handy easy to use guide shows you how to write a killer cover letter format your resume for online use use social networking to your advantage and tailor your resume and cover letters for specific positions and companies Designed specifically for job hunters in Australia and New Zealand Offers practical tips and advice on crafting a great resume and a perfect cover letter for any kind of position Includes advice on addressing government selection criteria Features ten ways to turn off a recruiter and ten tips for the perfect presentation No matter how tough the job market is a great resume and cover letter combination will help you get the attention you deserve Writing Resumes and Cover Letters For Dummies gives you all the tools and tips you need to get noticed and get your dream job Get It Done: Write a Cover Letter Jeremy Schifeling,2018-09-25 Want to write the perfect cover letter But don t have time to read through a 300 page book first Then Get It Done is for you Here s why it s been a Kindle best seller for six years in a row 1 It s fast The whole book takes about 30 minutes to read 2 It s to the point It breaks the cover letter down to 12 parts and gives you a precise template to complete for every single step 3 It works I developed this system while serving as a Recruiter for Teach For America I ve since taught it to MBAs as a Career Coach at

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In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Application Cover Letter Guidelines**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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web in the context of a chemical reaction the term neutralization is used for a reaction between an acid and a base or alkali historically this reaction was represented as acid base alkali salt water for example $\text{hcl naoh nacl h}_2\text{o}$

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temperature 2 the beaker now contains sodium chloride and water and the

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measure an appropriate volume of each liquid eg 25 cm³ place one of the

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web for reactions involving acetic acid or ammonia the measured enthalpy change of neutralization is a few kJ less
exothermic than with strong acids and bases for example one source which gives the enthalpy change of neutralization of
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eg 1 hcl aq + naoh aq → nacl aq + h₂o l for which ΔH = 57 kJ mol⁻¹ eg 2 hNO₃ aq + KOH aq → KNO₃ aq + H₂O l for which ΔH = 57 kJ mol⁻¹

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web the enthalpy change of neutralisation is defined as the enthalpy change when solutions of an acid and alkali react

together to produce one mole of water for example $\text{hcl aq} + \text{naoh aq} \rightarrow \text{nacl aq} + \text{h}_2\text{o aq}$ you can see that one mole of water is produced when one mole of hcl or one mole of naoh reacts

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