

11/8/17

Ashley Alameda Director Avanix, Inc. 3509 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 — 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.

With over seven years experience in internet and social media marketing, and as someone who is passionate about staying on the leading edge of tech, I'm confident I can repeat that growth as your new 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%.

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 2018?

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

Mary Chao



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Steven Provenzano

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