**Nikhil “Nick” Hira**

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RE: Associate Media Planner

Allow me to introduce myself:

***Rising costs…decreased sales…economic downturn…financial crises…***

With dismal phrases like these at the center of many peoples’ daily conversations and thoughts, now is the time most companies are looking to pull back on costs and maximize returns on proven, dependable marketing programs.

As an online marketer with experience in both organic and paid search marketing and a strong interest in all web media, I am the solution to your company’s needs. In fact, if selling myself online, I would use the following search terms to keep my online marketing results ranked high and get targeted traffic:

* Strategic Media Planning
* Methodical, Systematic, Analytic SEM Approach
* Self Motivated, Proactive team member
* Cost-conscious SEM Expert
* PPC, Keyword and Market Research, Click-through Rate, Optimize KPI’s

Building a strong online marketing program takes a professional that is focused and methodical, while still able to strategize in alignment with the company’s big picture goals. As your next Associate Media Planner, you will find my ability to be solid, my quest for betterment constant, and my focus on results unwavering. If these sound like the attributes and skill sets your company is seeking in an Associate Media Planner, contact me. I promise it will be worth your time.

The attached resume will give you the details of my experience, but an interview is going to be the best method for matching your needs to my skills. I can be reached at 813.728.3842 or via email at [hira1sem@gmail.com](mailto:hira1sem@gmail.com) to arrange an interview. Thank you for your consideration.

Sincerely,

***Nikhil Hira***

Enc.