John Smith

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Ms. Katherine Bloomstein
Head of Marketing

XYZ Company
099 Peony Street
Flowerville, Ohio 55675

Dear Katherine,

As a lifelong enthusiast of XYZ's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Manager. I am positive I can help with XYZ's upcoming challenges. I have experience with leading successful national online campaigns with budgets over $300,000. What is more, I have succeeded at expanding ABC's client base by 19% since 2011.

In my current position at ABC, I have supervised all phases of our online marketing initiatives, both technical and creative. Last year, my key challenge was to design and optimize nine product websites for ABC's most strategic products and improve our SEO results as well as enhance the UX. Here we are a year later:

- Eight of the nine websites I optimized have achieved and secured their spot in the top 3 results on Google. These are organic, non-paid results for 10+ key search terms;
- The incoming search engine traffic to all nine websites comprises 47% of the total organic traffic for key terms and phrases.

I know that XYZ's current plans involve developing a comprehensive online portal focused on healthcare-related issues. This project is a perfect match for my personal and professional interests and an exciting opportunity to create a unique online base of knowledge for patients and healthcare professionals. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve groundbreaking results with this initiative.

I would welcome the chance to discuss your digital marketing objectives and show you how my success at ABC can translate into digital and online marketing growth for XYZ.

Kind regards,
Jane Redlock

P.S. — I would also value the opportunity to show you how my e-detailing solutions grew the combined sales of three ABC flagship products by a record-breaking 13% in one year.