

Aliya Jackson

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456 My Street, San Diego, CA 76543

Meiling Li

Alliance Marketing Co.

123 Your Street,

Houston, TX 12345

(123) 456-7890

example@youremail.com

[month, day, year]

Dear Ms. Li:

I'm interested in applying for the digital marketing manager position with Alliance Marketing Co. As you can see from my attached resume, I have a strong history of building successful brands and developing innovative strategies to drive community engagement. I believe my expertise in digital marketing would be an asset to your organization.

Alliance Marketing Co. has a reputation for its cutting-edge marketing strategy and brand storytelling that strongly aligns with my professional background. Throughout my career, I've defined brand messaging for clients across a variety of industries, including technology, fitness, travel and hospitality, and health care. I am confident I can achieve similar results for your organization based on my career accomplishments:

- Managed all online marketing for a portfolio of 12 client accounts valued at \$100,000 to \$300,000, defined digital marketing strategy, and aligned brand messaging with target audiences
- Drove search engine optimization (SEO) marketing initiatives, performed research to enhance keyword optimization, conducted link-building campaigns, and increased web traffic by over 200%
- Enhanced social media presence for clients across Facebook, Twitter, and YouTube, leading to a 55% increase in followers and a 72% increase in community engagement on average

I would like to schedule an interview to further discuss how my background in digital marketing can benefit your team. Feel free to contact me via phone or email at your convenience. Thank you for your time and consideration.

Sincerely,

Aliya Jackson