

Anna Cherry

SEO Specialist

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Ms. Agatha Rholan

Head of Marketing

Hi Techno, Inc
Jl. Barat Daya Kav. 23 No. 12
Jakarta, Indonesia 24433

Dear Agatha,

As a long-standing enthusiast of Hi Techno's marketing initiatives, I was excited to read your posting for the position of Digital Marketing. I am positive I can help with Hi Techno's upcoming challenges. I have experienced with leading successful national online campaigns with budgets over \$300,000 and also have succeeded at expanding XYZ's client base by 25% since 2015.

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

- Eight of the ten websites I optimized have successfully indexed in the top #2 results of Google. These are organic traffics with more than 10 keywords.
- The incoming search engine traffic to all ten websites is going to reach 30% of the total organic traffic for keywords determined.

I know that Hi Techno's current plans involve developing an online portal focused on Online Store of Digital Products such as Internet Coupons, Electronic Tickets, etc. This project is a perfect match for my personal skills. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve extraordinary results with this initiatives.

I would welcome this opportunity to discuss your digital marketing objectives and show you how my success at XYZ can apply into digital and online marketing growth for Hi Techno.

Kind regards,

Anna Cherry

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