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Datadriven Content Marketing Manager

To Hannah Swanson - Unilever

Dear Hannah,

Seeing that Unilever was looking for a Content Marketing Manager made my heart skip a beat. I helped grow Savvy Evolve's revenue by 85% by adding content marketing to our online presence and I am confident I can do the same for you.

In my previous position with Savvy Evolve I worked independently on a project aimed to grow its brand awareness by implementing content marketing. This strategy ensured that our prospective customers and partners always felt a strong connection to our company and products and thus I was able to build quality relationships and work collaboratively and professionally with all stakeholders.

A year after implementing the content marketing strategy the results were in:

- 67% increase in overall customer recognition of our brand and products
- · 33% increase in brand ambassadors

I know that Unilever is in need of a person to oversee the channel-specific strategy and development of all content for the department's social channels and video platforms. This task is a great opportunity to expand your audience's knowledge of your content, which I as a Content Marketer is passionate about. Given the chance I would love to use my knowledge of social media and video-editing skills to achieve great results.

Thank you for your time in reading this. I'd be thrilled to learn more about this job opening, and show you how I can help Unilever grow through a strategic content marketing effort.

Sincerely.

Jane Williams

How To Write A Successful Cover Letter

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How To Write A Successful Cover Letter:

How to Write a Successful Cover Letter 50minutes, 2017-11-03 Ready to take your career to the next level Find out everything you need to know about writing a perfect cover letter with this practical guide For many people applying for a job can be a long and daunting process However people often forget or disregard the importance of a good cover letter even though it is generally the second thing a recruiter will read Not to worry this guide will show you what employers are looking for so you can write the perfect cover letter In 50 minutes you will be able to Avoid common pitfalls when writing cover letters Identify the most effective ways to capture the employer's attention Understand the differences between an emailed cover letter and one sent by post ABOUT 50MINUTES COM COACHING The Coaching series from the 50Minutes collection is aimed at all those who at any stage in their careers are looking to acquire personal or professional skills adapt to new situations or simply re evaluate their work life balance. The concise and effective style of our guides enables you to gain an in depth understanding of a broad range of concepts combining theory constructive examples and practical exercises to enhance your learning How to Write a Successful Cover Letter, Not One That Sinks You Natalie Canavor, Claire Meirowitz, 2010-03-02 This Element is an excerpt from The Truth About the New Rules of Business Writing ISBN 9780137153152 by Natalie Canavor and Claire Meirowitz Available in print and digital formats How to write cover letters that raise you above your competitors way above them When employers ask for cover letters even with online applications along with your credentials they mean it they want a letter not a spontaneous looking e mail or text message They will most definitely judge you on it This is perfectly fair Employers want to see how you handle yourself in writing the better you can the more of an asset you ll be Cover Letters In A Week Pat Scudamore, Hilton Catt, 2013-03-29 Sunday Understand the importance of first impressions and the common mistakes people make Monday Ensure your application is taken seriously with a cover letter that is concise complements your CV and is targeted to the job you have applied for Tuesday Discover how to style and structure your cover letter with advice on forms of address etiquette fonts margins and the importance of white space Wednesday Design your cover letter to engage your audience and overcome the competition for advertised jobs Thursday Design a speculative cover letter to approach the invisible job market Friday Learn how to address cover letters to agencies and recruitment consultants Saturday Learn from your applications whether successful or not and develop your The Cover Letter Book James Innes, 2015-11-10 In a competitive job market first impressions writing style for the future are vital To get an interview you re going to have to stand out and a well executed cover letter is vital to ensure that you do not fall at the first hurdle This book takes you through all the essential rules and high impact strategies to ensure your cover letter makes you stand out from the crowd It takes a detailed look at the fifteen most common cover letter mistakes to ensure you do not make the errors that the competition will be and covers everysituation from email and fax to speculative letters career development letters and advert response letters **How to Write an Impressive CV and Cover Letter Tracey**

Whitmore, 2017-12-21 Your CV cover letter and LinkedIn profile are your first communication with a prospective employer As the job market is more competitive than ever grabbing an employer's attention and making the right first impression has never been more important If you compromise on the quality of your CV cover letter and LinkedIn profile you reduce your chances of winning an interview This book which will appeal to anyone from entry level to board level is a step by step guide on how to approach job hunting and achieve a killer competitive advantage by producing an impressive CV cover letter and LinkedIn profile Invaluable views and advice from senior HR and industry professionals who are often the first point of entry are provided throughout the book How to Write an Impressive CV and Cover Letter will support jobseekers through the entire job hunting process It offers access to practical real life examples of CVs and cover letters that have secured interviews and helped individuals win their dream job Readers will gain access to these documents together with valuable templates as part of the book How to Write Successful Cover Letters Eric R. Martin, Karyn E. Langhorne, 1994 How to Write Successful Cover Letters outlines the three main steps in writing a cover letter You need an eye catching beginning an information section that tells potential employers something about you and a memorable conclusion Successful CV 50minutes, 2017-11-03 Ready to take your career to the next level Find out everything you need to know about writing your CV with this practical guide A well written CV is your ticket to getting an initial foothold in recruitment process but writing it is often viewed as a daunting arduous task Knowing what to include and what to leave out can seem like an impossibly complicated puzzle but this guide will help you to cut through the confusion and teach you the secrets of crafting a clear informative well structured CV that is sure to grab any recruiter's attention In 50 minutes you will be able to Learn about the vital components of any CV Understand what information to include and which pitfalls to avoid Discover the keys to catching and holding a recruiter's attention ABOUT 50MINUTES COM COACHING The Coaching series from the 50Minutes collection is aimed at all those who at any stage in their careers are looking to acquire personal or professional skills adapt to new situations or simply re evaluate their work life balance. The concise and effective style of our quides enables you to gain an in depth understanding of a broad range of concepts combining theory constructive examples and practical exercises to enhance your learning Cover Letter Natalee Pena, 2016-01-07 Write the Best Cover Letter Guaranteed When you need to get your Cover letter ready for a job application it can often feel like a HUGE task It can be daunting because you know your chances of getting an interview depend on how well your cover letters are received by potential employers By reading this book you ll discover the easiest way for creating well thought out structured and personalized cover letters that highlights your strong points and really sells you to your intended potential employer If you want to stop wasting your time constantly applying for jobs and not getting call backs then this book is for you Whether you are starting from scratch or just want to polish up your current cover letter the easy strategies in this book will explain exactly how you can create a winning cover letter DO NOT Make the Most COMMON MISTAKES of 95% of Job Applicants

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to traveling CEOs The Everything Cover Letter Book 2nd Edition is the only guide you'll need to land the job of your dreams

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Unveiling the Magic of Words: A Review of "How To Write A Successful Cover Letter"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**How To Write A Successful Cover Letter**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound affect the souls of its readers.

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