

**Jane Williams**

January 25th, 2022

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**Datadriven Content Marketing Manager**

**To Hannah Swanson - Unilever**

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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

**Kimberly Sarmiento**



## **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 *The Cover Letter Book* James Innes,2015-11-10 In a competitive job market first impressions 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 every situation from email and fax to speculative letters career development letters and advert response letters **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 writing style for the future 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 *Cover Letters* James Austin, 2017-08-11 What separates this book from the rest The unique way you will learn with examples and steps Many books leave you more confused than before you picked them up not this book it's clear concise and implementable We make it our goal to write this book in plain easy to understand English that anyone can understand Gone are the days of highly technical language This allows you to quickly learn topics and use your new skills immediately To aid you in learning the topics quickly and effectively this book has been designed to be the ultimate step by step guide Making sure that you're confident and clear with each topic before moving on **How to Write a 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 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 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 The Perfect Cover Letter Richard H. Beatty, 1997 A well designed cover letter can prove to be a more powerful selling tool than a CV showcasing your thinking abilities writing skills and personality traits in ways that

an employer cannot detect from the more rigid CV

**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 Create A Incredibly Strong Cover Letter by Getting Your Copy NOW *101 Best Cover Letters* Jay A. Block, Michael Betrus, 1999-04-22 Beat out the competition for the best jobs Create an image of accomplishment professionalism and competence that today s employers are begging for Job seekers have paid hundreds of dollars for the expertise in these dynamic guides and regarded every cent as well spent With these job landing tools on your desktop you ll have the same savvy working for you for far far less with the same great results 101 Best Resumes packs tried and proven advice you ll use to Create a resume that gets you in the door Target your resume for a specific positions over 70 different categories are covered Experiment with traditional and new formats More 101 Best Cover Letters shows you how to put together compelling letters to accompany your resume Learn how to Ignite interest with the first two sentences Turn references into endorsements Send your cover letter online Pick up smart interviewing tips negotiate a higher salary use the Internet in your job search work with recruiters and much much more

**How To Write A Cover Letter: Cover Letter Examples** Brian Smith, The book How To Write A Cover Letter Cover Letter Examples provides a comprehensive guide on crafting effective cover letters It covers various aspects of writing a cover letter from understanding the job description and tailoring it to the specific requirements to showcasing skills addressing employment gaps and concluding the letter professionally The book also discusses cover letter formatting proofreading and editing along with providing examples and templates for different scenarios It emphasizes the importance of follow up after submitting a cover letter and provides guidance on submitting via email online portals or physical mail Overall this book aims to assist readers in creating compelling cover letters that grab the attention of employers and increase the chances of securing an interview

**The Everything Cover Letter Book** Burton Jay Nadler, 2005-06-01 Get the interview with professional correspondence Completely updated for today s competitive job market The Everything Cover Letter Book 2nd Edition is what you need to get your foot in the door With hundreds of resumes lined up for the job you want it seems impossible to get yours to rise to the top of the pile You need a superior cover letter to sell yourself when you re not there to do the talking Make a memorable first impression and get the job you want with this authoritative reference as your guide This new edition includes 200 plus cover letters revised for today

s industries Techniques to highlight the best qualities on your resume Tips on industry trends Savvy advice on how to grab your reader s attention Detailed guidance on how to polish your letter to perfection Formatting guidelines to follow for letters emails notes and more Dos and Don ts based on specific job applications With sample letters for every job seeker from stay at home moms to traveling CEOs The Everything Cover Letter Book 2nd Edition is the only guide you ll need to land the job of your dreams

Cover Letter Joshua Carter, 2015-08-24 Learn The Easiest And Most Effective Way to Write A Cover Letter Ever spotted the dream job that will transform your life for the better but feel that sinking feeling in the pit of your stomach when you realise that you need to include a cover letter Sick of working tirelessly to find that perfect project only to be met with rejection letter after rejection letter Maybe you re returning to the workforce and are looking to streamline your efforts perfect your cover letter and discover that special sauce that will provide you with a competitive edge Cover letters are an essential part of the majority of job applications but if you miss the target and get them wrong you have wasted both your time and effort and won t be called for an interview anytime soon But they re so hard to write How on earth are you supposed to summarise all of your skills into one single letter How do you know what you absolutely must include and what would be best avoided How can you capture the attention of the hiring manager without resorting to gimmicks And worst of all how do you even get started Many years ago I was in the exact same position as you find yourself in I struggled I procrastinated and I failed But I soon learned the secrets to creating awesome cover letters that don t just look good they actually work and in this book I will share them with you so you can win that job and create the life of your dreams This approach is quick effective and will save hours or even weeks of your life Here s what you can expect to find within Why Your Cover Letter Matters What Are Employers Really Looking For How To Target The Company s Needs How To Structure Your Covering Letter Building An Introduction That Works How To Sell Your Skills and Background How To Tell The Right Stories So You Get Noticed The Importance of Editing And much more including our top rated cover letter worksheet that will help you discover the key information you should include in order to get noticed Are you ready to change your life Press Buy now with 1 Click to receive this life changing information for just 9 99 Order Your Copy Today

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**How to Write: Successful CVs and Job Applications** Judith Leigh, 2013-08-29 Write a successful CV cover letter and job application following the advice in this practical guide It offers clear step by step guidance on all these matters and whether you are seeking your first job coming back to work after a break aiming to progress in your chosen career or changing careers altogether this book takes you through the process that s right for your situation This new edition has been thoroughly revised and updated and its structure has been overhauled to make it even easier to find the information you are looking for plus chapters now include helpful end of chapter summaries to recap the key points New to this edition is a list of FAQs with answers directing you straight to the sections you need From the building blocks of CV writing to tweaking your cover letter from speculative applications to applying for jobs online How to Write Successful CVs and Job Applications gives you practical advice and helpful tips checklists dos and don ts and examples to ensure that you get the job that s right for you

*Academic writing for health sciences* Isabel Herrando Rodrigo, María Pilar Mur Dueñas, María Isabel Herrando Rodrigo, María Rosa Lorés Sanz, 2012-02 Academic writing for health sciences nace como manual de escritura académica en inglés para dar respuesta a la creciente necesidad de difusión internacional de la investigación en las ciencias biomédicas Dirigido a estudiantes universitarios profesionales e investigadores proporciona herramientas y pautas de escritura académica para usuarios no nativos de la lengua inglesa Las actividades y ejercicios prácticos han sido diseñados para su uso en cursos reglados y de autoaprendizaje puesto que incluyen respuestas y comentarios

Application Champions - Building Relationships as a Key to Career Success Simone Janson, 2025-06-02 Also in the 2nd revised and improved edition published by a government funded publisher involved in EU programs and a partner of the Federal Ministry of Education you receive the concentrated expertise of renowned experts overview in the book preview embedded in an integrated knowledge system with premium content and 75% advantage At the same time you are doing good and supporting sustainable projects Because to perform confidently in interviews practical training concepts are key This guide helps you perfect your self presentation and stay calm under pressure The book includes numerous exercises to improve your impact and handle challenging questions with ease Learn how to highlight your strengths confidently while maintaining professionalism With its integrated knowledge system and Info on Demand concept the publisher not only participated in an EU funded program but was also awarded the Global Business Award as Publisher of the Year Therefore by purchasing this book you are also doing good The publisher is financially and personally involved in socially relevant projects such as tree planting campaigns the establishment of scholarships sustainable innovations and many other ideas The goal of providing you with the best possible content on topics such as career finance management recruiting or psychology goes far beyond the static nature of traditional books The

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**The Complete Guide to Writing Effective Résumé Cover Letters** Kimberly Sarmiento, 2009

The companion CD is packed with samples and worksheets to help you brainstorm and create a successful cover letter.

Technical Writing and Professional Communication Baalaaditya Mishra, 2025-01-03

Technical Writing and Professional Communication is divided into two parts: Technical Communication and Professional Communication. This comprehensive guide covers essential chapters on technical communication followed by the most important aspects of professional communication. We all know that communication is an integral part of our lives whether via text or speaking to convey our thoughts and feelings to others. Different communication skills are needed for various situations. For example we use informal communication with family and friends but for job interviews business meetings or interactions with teachers formal communication is necessary. Communicating formally is a crucial skill and mastering technical and professional communication is essential. This book provides the knowledge and tools needed to excel in both areas making it an invaluable resource for anyone looking to improve their communication skills.



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web i2c master h this header contains i o definitions selection and timing clock speed settings used for the master i2c interface this file also includes prototypes of master i2c functions i2c master c this source file contains master i2c function implementations file

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web i2c module modes and features the i2c module provides the following operational modes and features master mode slave mode with byte nacking multi master mode dedicated receive and transmit buffers up to four dedicated slave address registers 1

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web the i<sup>2</sup>c master is byte oriented and interrupt based the number of interrupts generated is kept at a minimum by automatic handling of most incidents the software driver complexity and code size are reduced by auto triggering of operations and a special smart mode which can be enabled by the smart mode enable bit in the control b register

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web this example shows how the microcontroller configured in i<sup>2</sup>c host mode writes to and reads data from an mcp23008 8 bit i<sup>2</sup>c i/o expander client device addressed in 7 bit mode using interrupts

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web control of the i<sup>2</sup>c bus may be taken when the p bit is set or the bus is idle in firmware controlled master mode user code conducts all i<sup>2</sup>c bus operations based on start and stop bit condition detection start and stop condition detection is

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web lbidirectional i2c stands for inter integrated circuit communications i2c is implemented in the picmicro by a hardware module called the master synchronous serial port known as the mssp module

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k40 and pic18 q10 product families have a master synchronous serial port

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web nov 7 2016 ds90003159b page 2 2017 microchip technology inc i2c protocol overview the i2c module follows the phillips i2c specification the module provides a bidirectional master slave synchronous interface between the pic microcontroller and other i2c supported devices these devices are connected via a two wire serial bus

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web the master synchronous serial port mssp is an integrated serial communications module the mssp contains two sub modules spi serial peripheral interface i2c inter integrated circuit the inter integrated circuit commonly referred to as i2c is a synchronous two wire bidirectional serial communications bus

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web jun 23 2016 key features of the i2c module include the following independent master and slave logic multi master support which prevents message losses in arbitration detects 7 bit and 10 bit device addresses with configurable address masking in slave mode detects general call addresses as defined in the i2c protocol automatic sclx clock

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web the i2c bus is a multi master serial data communication bus microcontrollers communicate in a master slave environment where the master devices initiate the communication and the devices are selected through addressing i2c operates with one or more master devices and one or more slave devices

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