Jane Williams

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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

Natalee Pena

How To Write A Successful Cover Letter:

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Table of Contents How To Write A Successful Cover Letter

- 1. Understanding the eBook How To Write A Successful Cover Letter
 - The Rise of Digital Reading How To Write A Successful Cover Letter
 - Advantages of eBooks Over Traditional Books
- 2. Identifying How To Write A Successful Cover Letter
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an How To Write A Successful Cover Letter
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from How To Write A Successful Cover Letter
 - Personalized Recommendations
 - How To Write A Successful Cover Letter User Reviews and Ratings
 - How To Write A Successful Cover Letter and Bestseller Lists
- 5. Accessing How To Write A Successful Cover Letter Free and Paid eBooks
 - How To Write A Successful Cover Letter Public Domain eBooks
 - How To Write A Successful Cover Letter eBook Subscription Services
 - How To Write A Successful Cover Letter Budget-Friendly Options
- 6. Navigating How To Write A Successful Cover Letter eBook Formats

- o ePub, PDF, MOBI, and More
- How To Write A Successful Cover Letter Compatibility with Devices
- How To Write A Successful Cover Letter Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of How To Write A Successful Cover Letter
 - Highlighting and Note-Taking How To Write A Successful Cover Letter
 - Interactive Elements How To Write A Successful Cover Letter
- 8. Staying Engaged with How To Write A Successful Cover Letter
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers How To Write A Successful Cover Letter
- 9. Balancing eBooks and Physical Books How To Write A Successful Cover Letter
 - Benefits of a Digital Library
 - o Creating a Diverse Reading Collection How To Write A Successful Cover Letter
- 10. Overcoming Reading Challenges
 - $\circ\,$ Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine How To Write A Successful Cover Letter
 - Setting Reading Goals How To Write A Successful Cover Letter
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of How To Write A Successful Cover Letter
 - Fact-Checking eBook Content of How To Write A Successful Cover Letter
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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