

HOW TO WRITE A COVER LETTER

HEADER

1

JESSICA DANCER

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OPENING PARAGRAPH

Grab the reader's attention

2

Dear Mr. Morgan,

As a Content Writer with a passion for travel and literature, I was thrilled to see the Senior Content Writer position open up at BookFly. My past experience driving organic traffic by 23% YoY to the travel website, XTravel, would translate perfectly into the position's stated goals from the job description.

BODY PARAGRAPH 2

Expand on your qualifications

3

I have a passion for content creation and a deep understanding of the content cycle, from ideation to promotion. My years in the digital publishing world have crafted my ability to drive killer CTR and resonate with an audience. Not only did CTR jump by 2.1% in the months after I was brought on board, but it had a knock-on effect on social media engagement, which rose by 8% in the same time frame.

BODY PARAGRAPH 3

Connect with the company

4

I believe good content has its roots in good data. This is why while at Media Company I created a content-marketing dashboard to highlight KPIs like those mentioned above. The dashboard allowed us to take advantage of wins more rapidly and avoid repeating losses.

CLOSING PARAGRAPH

Call to action and gratitude

5

I thrive in a fast-paced environment and excel at creating structure from scratch. I spearheaded our SEO efforts, developing workflows and systems to ramp up content production from zero. BookFly's commitment to core values of "collaboration and imagination" aligns with my own preferred approach to tackling projects and dreaming of big ideas.

I look forward to learning more about how the Senior Content Writer operates within BookFly and the current content process. Thank you for taking the time to consider my application.

CLOSING AND SIGNATURE

6

Sincerely,

Jessica Dancer

Cover Letter Tricks Login

Guffey



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Writing Resumes and Cover Letters For Dummies - Australia / NZ Amanda McCarthy, Kate Southam, 2015-05-04
Practical tricks for standing out from the crowd and getting the job you want in the Australian and New Zealand market
Applying for jobs in today's tight job market can seem like an overwhelming process. Competition is fierce and employers expect more than ever before from job applicants. With unemployment and redundancies rising, it's simply not a good time to be looking. So how do you make yourself stand out? *Writing Resumes and Cover Letters For Dummies* Second Australian New Zealand Edition shows you how to catch a recruiter's attention. Presenting a wealth of sample resumes and cover letters, this handy, easy-to-use guide shows you how to write a killer cover letter, format your resume for online use, use social networking to your advantage, and tailor your resume and cover letters for specific positions and companies. Designed specifically for job hunters in Australia and New Zealand, it offers practical tips and advice on crafting a great resume and a perfect cover letter for any kind of position. Includes advice on addressing government selection criteria. Features ten ways to turn off a recruiter and ten tips for the perfect presentation. No matter how tough the job market is, a great resume and cover letter combination will help you get the attention you deserve. *Writing Resumes and Cover Letters For Dummies* gives you all the tools and tips you need to get noticed and get your dream job.

Cover Letters That Ked (5th) Martin Yate, 2002-11-01 Offers advice on writing a professional-looking cover letter that complements the accompanying resume and draws attention to the job applicant and includes guidance on resumes, interviews, and job hunting.

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.

Accidental Encyclopedia Andy Grogan, 2015-01-24 An overview of web design and UX of the best web sites on the internet.

Im W/Tb, Bus English Guffey, 2004-02

Truth, 1898

American Book Publishing Record, 2004

Cyberspace Resume Kit Mary B. Nemnich, Fred Edmund Jandt, 1999 A guide to putting a resume online that shows how to take advantage of state-of-the-art Internet features that have revolutionized job searching. The authors show how to incorporate numerous elements into HTML resumes, including graphics, color, and links. Also

included are evaluations of 80 plus Internet resume sites interviews with industry insiders on the most effective ways to produce and use cyberspace resumes and how to register a Web resume Annotation copyrighted by Book News Inc Portland OR **No Parachute Required** Jeff Gunhus,2001-04-11 This guide to career management fuses easy to follow exercises with practical tips on everything from the interview to overcoming rejection and takes readers step by step over past common career traps **Goof-proof Resumes & Cover Letters** Felice Primeau Devine,2003 This is a new addition to our best selling series Success in 20 Minutes a Day over one million units life sales Grammar Success provides 20 lessons that promote an in depth understanding of grammar in a short amount of time This is full of practical yet fun exercises covering all the fundamentals of grammar rules Also includes a FREE online link to instantly scored grammar exercises

Graduating Engineer ,1994 *2001 Children's Writer's and Illustrator's Market* Alice Pope,Elice Pope,2001 Designed for authors and illustrators wanting to break into the children s book market this reference can put them in touch with more than 800 editors and art directors This book is invaluable Quill Scroll Business Marketing ,1983 **Searcher** ,2002

The \$100,000+ Entrepreneur Wendy S. Enelow,2007-07 Starting a business is more than just a dream It requires attention to the day to day details of running a business This book eliminates the mysteries of starting and running any business It shows how to launch a successful business by developing a step by step action plan It covers business development sales and marketing client relationship management budgeting and finance technology franchising time management productivity people management and more Graduate to Your Perfect Job in Six Easy Steps Jason Ryan Dorsey,1997 Developing a plan to maximize your job search Children's Writer's and Illustrator's Market 2000 Alice Pope,2000 Children s Writer s Illustrator s Market is the only market guide available for creators of children s literature The country s largest organization for writers is the Society of Children s Book Writers and Illustrators a sure sign that writing for children is the hottest thing going Alice Pope editor **Magazine Markets for Children's Writers** Marni McNiff,2007-04 672 up to date listings Includes full listings for all major children s and young adult periodicals as well as relevant parenting and educational magazines Plus short listings for periodicals that publish a small percentage of material that is appropriate for children young adults parents or educators All in an easy to use format that targets Editorial wants and needs Submission requirements Rights and payment All the market information you need to sell your writing Readership Freelance potential Review of a sample issue Over 60 completely new markets 64 fresh opportunities to sell your writing What s selling in 2007 The verdict is in Humor has universal appeal Editors reveal the giggle triggers that make any manuscript irresistible What has colorful characters cultural authenticity and is a favorite among editors One master writer shares his methods for successfully adapting fairy tales and folklore Crack the teen magazine market with advice from two popular YA writers who have the scoop on what girls want and what editors need Is religious writing for you Find out why this wide open market may be the perfect place for new writers who have something to say Forward thinking lively creative Get a glimpse inside Weekly

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