

Robert WHITE
4650 Golden Gate Vista Point
SAUSALITO, BC 94965

October 27th, 2011

Matthew JOHNSON
260 W 44th Street
NEW YORK CITY, NY 10036

Subject: Application for the position of Online Marketing Director

Dear Mr JOHNSON,

Please accept this letter as application for the position of Online Marketing Director.

You may have a need for someone with my background. My experience has afforded me exposure to many aspects of Internet advertising and business development. I have extensive experience with branding, Web cost per lead campaigns, E-mail, banner advertising, pay per click campaigns, Search Engine Optimization (SEO), Web 2.0 and Social Media. In addition I have over 10 years experience in the travel industry. I have been recognized by my former employers for numerous achievements, and I am confident that I can make a similar contribution at your company.

I look forward to hearing from you in the near future to schedule an interview at your convenience, during which time I hope to learn more about this position and how I can contribute to the success of your company.

Robert WHITE