

James CLARK
7229 Main Street
VRX 3J3 VANCOUVER

December 9th, 2014

Alex WILSON
270 Wellington St W
M5V 3P5 TORONTO

Subject: Application for the position of Online Marketing Director

Dear Mr WILSON,

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.

James CLARK