

Mr William TAYLOR
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EDINBURGH
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Mr Mark JONES
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314 Oxford Street
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Dear Mr JONES,

Application for the position of Online Marketing Director

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.

William TAYLOR