

CANDANCE BROWN

Editor
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January 1, 2022

Allen Jones

Hiring Manager
Innovate Web Solutions
(987) 654-3210
allenjones@innovatewebsolutions.com

Dear Mr. Jones,

As the senior editor at Portland Web Creators Inc., I oversaw all aspects of copy editing and quality assurance for over 200+ web pages across a diverse client base. I identified opportunities to enhance content quality and improve SEO performance, resulting in a 30% increase in repeat business. I'm confident that my marketing and web page development expertise would be a strong asset to your organization in the editor position.

Innovate Web Solution's reputation for producing dynamic web content draws me to apply for this position. As a senior editor, I pride myself on my ability to enhance brand messaging for client websites. I believe that my experience in editing and content development will continue to grow your prestigious reputation based on the following accomplishments from my career:

- Led the development, editing, and publishing of web page copy for client accounts valued at \$20K-\$150K and managed a team of 20+ copywriters, editors, and marketing specialists
- Performed quality assurance reviews on drafts from the creative team, identified opportunities to refine language, brand messaging, and keyword optimization, which generated increases of 50% to 100% in organic traffic for customer sites
- Coordinated cross-functionally with graphic designers, web developers, and client stakeholders to ensure alignment with brand identity and customer goals

I would like to schedule an interview to provide more insights into how my editing and SEO experience can help drive success for your clients. Feel free to contact me at your earliest convenience for any additional questions you may have. I appreciate your time and consideration.

Sincerely,

(Insert Signature Here)

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