

Dear Hiring Manager,

I am writing this letter to show my interest for the position of SEO role at your company, Internshala Trainings. As in your Job posting, you stated you are searching for a candidate who has good communication and writing skills, is a SEO enthusiast and is aware of trends, it instantly hit my mind as if this position is meant for me.

I understand the working of search engines very well. I manage a blog, on the theme digital marketing. I mentioned this to bring to your knowledge that I have knowledge of SEO and its techniques. I regularly check trends and algorithm updates.

Talking about the paid campaigns, I have done Digital Marketing Specialization, which has a complete detailed explanation regarding Google ad campaigns and ads creation. The Specialization contains separate modules covering all the aspects of Digital Marketing. The course also included projects like creating blog and publishing posts, linking it to Google Analytics and then analyzing traffic. I also audited a website and created a report. I built strategies to drive traffic and engagement on my Facebook Page. This helped me gain skills like ads creation on social media and Google ads, building strategies for improving engagement, analyzing insights etc. I also have learnt Advance Google Analytics from

Google Analytics Academy and Advance Search Engine Optimization from Simplilearn.

Being a fresher, this is a wonderful opportunity for me to gain experience, learn and earn at such a renowned company. If given the opportunity, I shall contribute more to maintain the company's reputation and uplift the yield. I am also confident that my education, communication and writing skills and passion towards my role will ensure my success. I am grateful that you spared time to review my cover letter.

Thank you

Looking forward to hear from you!

## **Intro**

I have completed Digital Marketing Specialization from Internshala. I have learnt Basic to advance Digital Marketing skills including Social Media Marketing (Twitter, LinkedIn, Facebook), SEO, Email marketing and Google Ads. I can manage social media pages, create strategies to increase reach organically, create ad strategies for Facebook, LinkedIn

and Twitter and write ad copies. I have my own blog and I can write articles on the trending content. I have 1600 followers on Twitter. I can manage on-page SEO and write Meta tags, do audit, present strategies for improvement and research keywords.