

L O U I S A M A G L I O
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Greetings,

Thank you for taking an interest in hiring me. I seek to continue in a web design/development position that allows me to transfer the professional social media skills, marketing skills, technical expertise, sales and account management abilities I have learned from my tenure in the profession. I am proficient in all the skills needed and have over 15 years experience in web design, e-commerce and internet marketing. Whether it is building a web site, creating an email newsletter, writing a blog, or reaching customers through social media, I have the experience for those tasks. I have also created meta tags, meta pages, and link shares for SEO optimization. I have managed multiple Google + accounts, and analytics for different artists and businesses.

The Internet today is a changing marketplace and today's businesses must target a variety of social media, blogging, and analytics, to optimize a company's message and brand. Marketing to today's Internet user means daily messaging via social media, creative discount and direct sales campaigns with an ability to reach more and more potential customers. I know that I can bring you the skills to reach those customers via Facebook, Instagram, Google +, Twitter, YouTube and direct email campaigns using Constant Contact. I have managed campaigns for music artists and retail companies that targeted specific demographics. Using social media tools, building newsletters, using affiliate programs and special discounts, I created and managed custom campaigns to market their products directly to consumers. My experience also includes integration of Google Ads into web sites to generate revenue from outside advertising. Strawberry Comics is an anime cartoon series, published by all women artists. After I created the web site, e-commerce and Google Ad integration, their revenue exceeded 6 figures for 2011 and 2012.

During my time at both Hiway Technologies (acquired by NTT) and Mercantec, I reached or exceeded targets set for both sales-based and performance-based bonuses and was promoted to Director. My accounts included the largest customer of our company and my expertise was counted on when providing Internet presentations to our largest customers, including SGI, BellSouth, Ebay, Einstein Software, and SBC. I know that I would be a great asset to your company and provide professional management for your Internet site. Thank you for considering putting my abilities to use in a position with your company.

Current Web Site Examples at my online Portfolio - <http://www.maglio.com>

Sincerely,
Louis Maglio