

VANESSA SILVA

SEO SPECIALIST

Henry Morrison
Hiring Manager
WebEdge Solutions

Sep 08, 2025

Dear Mr. Henry,

I am writing to express my interest in the SEO Specialist position at WebEdge Solutions. With over 8 years of experience in SEO, including managing comprehensive on-page and off-page optimization strategies, I am confident in my ability to contribute effectively to your team.

At Marketing Solutions Inc., I led successful SEO campaigns, driving a 25% improvement in visibility for key clients. By focusing on keyword research, optimizing content, and utilizing technical SEO tools, I enhanced both traffic and conversion rates. I have also gained experience in link building, competitor analysis, and content optimization, which would benefit WebEdge Solutions.

In my current role as an SEO Manager at Digital Growth Agency, I have consistently met performance targets by driving high-quality traffic to client websites. I also perform SEO audits, manage content strategies, and collaborate closely with developers to ensure optimal site speed and search engine rankings, contributing to a 30% increase in domain authority.

I am particularly drawn to WebEdge Solutions because of your innovative approach to digital marketing, and I believe my experience in SEO strategy, data-driven insights, and team collaboration aligns well with your goals. I would love the opportunity to discuss how my skills can contribute to your team's success.

Thank you for considering my application. I look forward to the opportunity to speak with you.

Sincerely,

Vanessa Silva

VANESSA SILVA

SEO SPECIALIST

 +1-555-987-6543

 vanessaskill@email.com

 456 Maple Street, Springfield, IL

 www.vanessasilva.com

PROFILE

I'm an SEO Specialist with 5+ years optimizing websites to boost rankings and traffic. Expert in on-page/off-page SEO, keyword research, analytics, and content optimization. Strategic and results-driven, I deliver successful campaigns and improved site performance.

SKILLS

- On-Page SEO
- Off-Page SEO
- Keyword Research
- Content Optimization
- Technical SEO
- Analytics & Reporting
- Competitor Analysis
- Link Building
- WordPress Development

EDUCATION

SECONDARY SCHOOL

Springfield High School, Springfield, IL
Graduated: 2010

BACHELOR OF IT

University of Illinois, Urbana-Champaign
Graduated: 2016

EXPERIENCE

SEO MANAGER

Digital Growth Agency
2018 – Present

- Performed site audits to fix technical issues and boost speed.
- Ran link-building campaigns, increasing domain authority by 30%.
- Analyzed competitors to improve keyword rankings in competitive niches.

SEO SPECIALIST

Marketing Solutions Inc
2016 – 2018

- Did keyword research and optimized content, raising visibility 25%.
- Helped with SEO-friendly site redesigns and performance reports.
- Linked SEO with social media to boost brand awareness.

SEO ASSISTANT

Growth Strategies LLC
2014 – 2016

- Assisted SEO team with keyword research, rankings, and content optimization.
- Supported Google Ads and SEO campaigns for SMBs.
- Improved website usability, boosting conversions by 15% through A/B testing.

VANESSA SILVA

SEO SPECIALIST

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REFERENCES

John Smith
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SKILLS

- On-Page SEO
- Off-Page SEO
- Keyword Research
- Content Optimization
- Technical SEO
- Analytics & Reporting
- Competitor Analysis
- Link Building
- WordPress Development

Jane Doe
Senior Content Strategist
Digital Growth Agency
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Emily White
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Michael Johnson
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Growth Strategies LLC
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EDUCATION

SECONDARY SCHOOL

Springfield High School, Springfield, IL
Graduated: 2010

BACHELOR OF IT

University of Illinois, Urbana-Champaign
Graduated: 2016

Olivia Brown
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