

# COLETTE LANGLEY

*Dear Orlando Informer,*

I am excited to apply for the Content Marketing Representative position at Orlando Informer. I would love to join Orlando Informer and continue using my skills and experience in an area I am passionate about. I am also eager to gain new skills and knowledge as a Content Marketing Representative, and I believe I would be a great fit for the team!

I am currently working in two different roles. My first role is a Theme Parks Writer and Reporter for Cambrick Yard. In this role, I am responsible for writing a variety of articles about the theme parks in the Orlando area. I have written hundreds of articles for both AllEars and Disney Food Blog covering theme park news, tips & tricks, and more. Additionally, I also work in the theme parks, capturing content including photos and videos, reviewing restaurants, and reporting on news. I have been going to the Orlando theme parks consistently for over five years, and I was also a Disney Cast Member for over three years. The theme parks are my happy places, and I have extensive knowledge of Universal, Disney World, and SeaWorld.

Additionally, I am also the Marketing & Content Management Specialist at Bennett & Bennett. In my role, I am responsible for the marketing strategies at Bennett & Bennett. We use both organic and paid marketing to bring the right audience to our website. I utilize platforms such as Merchant Center, Google Ads, Google Analytics, Google Search Console, and SEO Ultimate. We have also been working to further implement SEO best practices throughout the website. I have also used Constant Contact to develop, write, and send email campaigns to our current and prospective customers.

I have personally used Yoast on my blog, and I am eager to learn new platforms such as Ahrefs and Semrush. I am a quick learner, and with my experience with similar platforms, I am confident I can learn to navigate them quickly.

I am so excited about this opportunity as a Content Marketing Representative, and I believe my skills and experience would enable me to succeed in this role. I am thrilled for the opportunity to join Orlando Informer! I look forward to speaking with you more about this role.

Warm regards,

*Colette Langley*

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