

## Follow-up on the Freelance Writer (Remote) Assurance IQ position

Greetings Ms. Tran/Amy:

I hope this message finds you well. I'm following up on the status of my application for your Freelance Writer (Remote) role at Assurance IQ that I applied for last Wednesday, 5/4/22.

I'm VERY interested in your role as I possess over 12 years of direct writing experience (defined as positions which required heavy writing) & have successfully worked in a freelance capacity the same amount of time. I meet ALL of your qualifications (to include the last 2 bullet points that are listed as "preferred, but not necessary"). I am an established published writer in various magazines, newspapers, etc. who is looking for a freelance writing opportunity that is a good fit for me and the company.

What I really like about your Freelance Writer (Remote) position:

- You get to choose your own assignments on a 7-day turnaround schedule.
- I would love to write about financial topics. I have shared in my application a saving for retirement article geared to individuals age 45+ I wrote that's published in a local magazine. This past August I attended a financial seminar put on by 4 Edward Jones advisors called: "The Retirement Gap: women we have work to do" and I took plenty of notes on quantifiable metrics & facts demonstrating how women do not have enough money compared to men & examples of how we are at this disadvantage.
- I learned about SEO (search engine optimization) in my position as Staff Writer/Advertising Manager for Tacoma.com. The reason I was hired by the

owner was to write weekly articles for his website as he had taught me that the more original written copy that's published to a website, the higher it places in search engines. Additionally, I have experience performing SEO key word writing of articles and blogs for clients at Work Solutions (writing for a web designer's plumbing client and an owner of a writing company who had a personal injury attorney client as some examples).

Attached is my 2-page resume summarizing my experience.

Thank you for your time & any update is always greatly appreciated.

Sincerely & respectfully,

Carly Calabrese