

Dear Hiring Manager,

In a time when technology evolves faster than most can adapt, I have built my career on resilience and the ability to learn on the go. My journey through a Computer Engineering degree at Mae Fah Luang University was not traditional; financial hardships forced me to take breaks to work and support myself. However, completing a four-year degree in six years gave me more real-world maturity and technical experience than any standard path could offer.

The turning point in my career occurred in 2020 at German Standard Bangkok. While I began with basic WordPress skills, I was encouraged to explore SEO. That spark grew into a deep-seated passion for the art and science of business transformation. I view digital marketing as the strategic bridge between data and growth—the ability to be the difference between a business's struggle and its success.

Today, I offer a unique combination of technical engineering logic and creative marketing strategy:

- **Technical Foundations:** My Computer Engineering background allows me to handle complex site migrations and technical SEO challenges that many marketing specialists cannot.
- **SEO Mastery:** I have hands-on experience with industry-standard tools including Ahrefs, Semrush, and Ubersuggest, as well as WordPress optimization through Yoast and RankMath.
- **Certified Expertise:** I have recently professionalized my skills by completing Google Career Certifications in **Foundations of Digital Marketing & E-commerce** and **Attracting/Engaging Customers**.
- **Proven Results:** Having developed and optimized over 25 websites for global clients, I understand how to pair SEO with SEM and Google Ads to deliver tangible revenue growth.

I am no longer the inexperienced developer who started in 2020; I am a prepared, certified professional ready to bring dedication and measurable impact to your team. Thank you for your time and for considering my application.

Sincerely,

Ludevic Epie