

Jane Craft

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Date

Mr. Contact Name
Chief Executive Officer
XYZ Company
Address
City, State Zip

Dear Mr. Contact Name:

Compelling and distinct brand. Differential shopping experience. Emotional consumer connection.

For over 30 years, XYZ Company has championed and upheld such attributes while posting profits where others have failed. With a similar stride of dedication and uniqueness, I am confident that I can contribute to your organization's evolutionary success.

I don't state this claim lightly, as I believe it takes great ingenuity, foresight, and energy to achieve results in today's economy. I feel my track record of exceeding expectations in demanding environments will prove that I can redeliver.

In this regard, I am submitting the accompanying resume for consideration of your new Marketing Manager of Loyalty & Customer Engagement position.

Given my decade of award-winning, diverse-industry experience in marketing and branding, I have repeatedly performed the responsibilities this position requires, such as:

Strategic & Tactical Planning ♦ Trend & Consumer Analysis ♦ Client Database Creation
Messaging & Materials Development ♦ Campaign & Events Coordination ♦ Sponsor & Media Relations

As an innovative thinker known for my multi-tasking expertise, problem-solving aptitude and ability to motivate collaborative team efforts, my involvements and results have included:

- Catapulted *local book store's* reputation to 'community treasure' while sustaining consumer loyalty for 3 years.
- Researched and developed promotional program that increased bridal line sales for *famous designer*.
- Created, planned and executed successful high profile annual events for *Company's X station*.
- Developed timely marketing material content for such clients as *QVC, MCI and Don Julio Tequila*.
- Generated press coverage for 13 *franchisee* grand openings.

I am extremely diligent with outstanding stamina and stay steadfast in the sight of challenge. This is not only marked throughout my work history, but evidenced by the numerous half marathons and 10K runs I have completed.

Mr. Contact Name, I believe I am the candidate of choice and I am eager to transition my talents, work ethic and unwavering positive attitude to your winning team.

Should this prospect interest you, then I welcome the opportunity to discuss your ideas further in person. I can be reached at (255) 555-1212 and thank you in advance for your time and consideration.

Sincerely,

Jane Craft