

SARAH SAMPLE

sample@sample.com

123 Sample Road
Sample, USA 12345

Home: (555) 555-1234
Cell: (555) 555-1234

Date

Mr./Ms. First Name, Last Name

Title

Company Name

Street Address

City, ST Zip

Re: Job Code or Title

Dear Mr./Ms. Last Name:

Building corporate value is my expertise... value measured in aggressive strategic marketing in existing and new market sectors. Whether challenged to launch the start-up of a new business unit or product or to introduce marketing programs for repositioning or branding purposes, I have achieved results.

My strengths lie in my ability to conceive and implement the strategic marketing plans to identify new market opportunities, initiate product and service introductions, and negotiate strategic partnerships to drive market expansion and revenue growth. Most recently, my challenge has been to expand and strengthen market presence through a diversified portfolio of new business development, advertising and product introduction. I have instilled a sense of entrepreneurial vision and creativity to drive forward innovative strategies to win competitive positioning and accelerated revenue growth.

Although enjoying my current position, I am exploring new opportunities as a *marketing executive* with a progressive organization where I can continue to provide strong marketing leadership. As there is considerably more to relate, I look forward to our meeting and discussion regarding how I might assist your marketing needs and further advance the visibility of (Company Name).


Cordially,


Sarah Sample

Enclosure: résumé


John Doe

VP, Finance & Operations

john.doe@gmail.com 

416-821-9879 

Toronto, Canada 

linkedin.com/in/john.doe 

john.doe 

To:

Doris Johnson
Human Resources Manager
Optimal Workplace Inc. 321
Employment Avenue. Toronto,
Canada

21 September, 2018

Dear Ms. Johnson,

As the Vice-President of Finance and Operations at a national food chain, I bring proven success in enhancing productivity and gaining an advantage when it comes to profit margins. My work spans companies and business units at varying stages of growth, from start-up to multinational organizations.

With over 20 years of achieving profitability and long-term growth, I seek to monitor budgets and sales numbers closely to identify areas for improvement. I am known for enhancing performance through technology upgrades, implementing best practices, and improving employee training protocols.

Examples of my achievements include:

- Drove successful launch of start-up organization through contemporary hiring practices, defining product implementation, and developing go-to-market strategies to achieve 50% margins and \$15M+ revenue within my first three years.
- Managed daily operations of a \$100M+ consumer goods department that introduced a complete line of products to the U.S. and Canada, improving profit margins by 14%.
- Proved a vital team member that conducted a complete leadership reorganization that resulted in a 10% improvement in productivity within the sales department and a 15% improvement within the technical team.

As a skilled professional with a CPA degree and a background in analyzing and improving sales numbers, I am confident I will prove an asset to your company and respectfully submit my application for your review. I would like to request a meeting to discuss how I can help meet your goals. I am available at your convenience and hope to hear from you soon.

Thank you for your consideration.

Sincerely,
John Doe



MARKETING COVER LETTER

your.name@gmail.com | (XXX) XXX-XXXX | 142 Your Address Blvd, City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name]
[341 Company Address]
[Company City, State xxxxx]
[(xxx) xxx-xxxx]
[hiring.manager@gmail.com]

Dear [Mr. /Mrs. /Ms.] [Manager's Name],

Kindly accept this application from a highly enthusiastic, motivated, and knowledgeable professional who wishes to apply for your Marketing Manager position.

I bring real life experience leading multi-disciplinary teams while delivering actionable solutions in the form of marketing reports, overall campaign effectiveness, customer analytics, segmentation, and insights.

Currently, in my role at Claydon Heeley as a Business Consultant, I have successfully increased sales from \$8,000 to \$25,000 in ten months. I'm fiercely competitive in my approach, and I can handle complex situations from both a strategic and a tactical perspective. As a Digital Marketing Expert, I increased followers on social media by 150% and grew overall sales by \$45,000.

Additionally, I am able to identify, exploit, take advantage of, and fully develop any marketing opportunity that comes my way. With my previous employer—The Boston Herald— I constantly exceeded all goals, and I was valued for my ability to deal with complex situations by coming up with unique and fresh solutions. I was responsible for managing sales projects, implementing cost-saving programs, and forging enduring relationships with local organizations.

I have over 6 years of experience in this sector. I'm keen to join your company as you offer applicants an array of impeccable career and growth opportunities. I possess excellent management skills including negotiating, client relationship, resolving disputes, and critical thinking.

I would be grateful for the opportunity to showcase my abilities further at a personal interview. Please feel free to contact me.

Sincerely,

[Your Name]

MARKETING MANAGER

✉ your.name@gmail.com

☎ (XXX) XXX-XXXX

📍 142 Your Address Blvd
City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name]

[341 Company Address]

[Company City, State xxxxx]

[(xxx) xxx-xxxx]

[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [Manager's Name],

Thank you for the opportunity to submit my application for the Marketing Manager position. I have over 6 years of experience in the marketing industry, and I wish to continue to succeed in the field.

In my current role as Marketing Manager for L'Oreal, I have developed product-centric promotional campaigns which are projected to grow our year-on-sales figures by \$400,000. I have recruited, hired, and trained the vast majority of our current marketing specialists, all of whom have contributed to improving our overall sales goals by 24%.

Additionally, I have also:

- Managed corporate marketing functions with a budget of \$2m, including brand management, product launch, advertising, marketing collateral, and events
- Led the design of new packaging elements for Panasonic which saving \$50K in costs, and earned our company Green Award for utilizing cheaper, environmentally-friendly materials
- Established a new social media team that grew our web presence and global brand awareness by 34%

With a background rooted in sales and marketing, a drive to take charge in this ever-changing industry, and the core skills required to effectively manage a dedicated marketing staff; I am certain that I would prove to be a great asset to your already talented team.

I want to thank you again for allowing me the opportunity to apply for this position. I look forward to hearing from you soon.

Sincerely,

[Your Name]