

August 1, 2011

ABC Corp.
Ref: Position 34-Z / Director of Marketing
1234 Main St.
Anytown, US 12345

Dear Hiring Manager,

I believe that my background and skills are an excellent match for the Director of Marketing position currently advertised on your website. My career accomplishments include:

- 10+ years successful track record as a marketing professional, starting as a Marketing Coordinator and promoted to Marketing Manager because of outstanding performance.
- Wrote a strategic marketing plan that was implemented nationally in 2010, resulting in Company A's U.S. marketing share increasing by 8%.
- Created and administered Company A's \$XM advertising and marketing budget.
- Recruited and trained 3 Marketing Coordinators, an Analyst, a Social Media Manager, and 2 Marketing Interns.
- Published a quarterly marketing newsletter.
- Negotiated with all vendors and suppliers to maintain prices at current or lower levels, in one case securing a 25% volume discount that saved Company A \$XM.
- B.S. in Marketing from Arizona State University.

I look forward to the possibility of speaking with you about this position. I can be reached via email at janesmith24@gmail.com or telephone at 999.999.9999.

Sincerely,

<Your Name>

Enclosure: Resume