

COVER LETTER: EXAMPLE B

Susie Jobseeker
11000 University Parkway
Pensacola, FL 32514

February 6, 20__

Mr. Jason Quest
Executive Director of Marketing
ABC Company
111 ABC Parkway
Pensacola, FL 32514

Dear Mr. Quest,

This letter is intended to express my interest in the Marketing Associate position advertised at ABC Company's Career Opportunities page at ABC_Company/careers. I was excited to see the position posting as I have been diligent about staying updated on developments at ABC Company for several years due to its reputation as one of the leading marketing companies in the South and because of its strong emphasis on giving back to the community.

Upon a review of my application materials, I'm sure you'll find that my experience aligns with what the job description has identified as preferred qualifications for the position. For example, as a Marketing Intern with XYZ Company, I worked with a team of interns on a marketing campaign for Kraft Foods Group Inc. through which I developed a marketing proposal for the international company. The proposal was well received by my team, the XYZ Company, and Kraft Foods. In fact, the Executive Marketing Officer of Kraft Foods commented that the marketing proposal was among the most professional he had ever seen. Furthermore, Kraft Foods is planning to use the proposal to plan its 2014 campaign. Because the Marketing Associate job description specifically states that ABC Company hopes to find someone with experience developing marketing proposals and delivering them to key clients, I believe that my experience creating this proposal and developing similar proposals for nonprofits demonstrates my strengths in this area.

In addition to marketing proposal development background, I also gained additional pertinent experience during my time with XYZ Company. For instance, I was asked to create and deliver a presentation on how XYZ Company might better serve its clients. Creating a presentation that linked video, audio, and high resolution images was my first step in developing this presentation. I also prepared presentation content that allowed interaction among participants. After I delivered the presentation, the employees and interns in attendance were able to build upon the information I had delivered to articulate some of their own suggestions for how XYZ Company could better serve its clientele. The presentation enabled audience members to feel more comfortable discussing their own ideas for developing the organization with regard to service. I have other examples from my past that I would love to discuss that further demonstrate my presentation and public speaking skills. As the job description for the Marketing Associate position highlights the importance of presentation skills and strong public speaking abilities, I believe that I have a great deal to offer ABC Company with regard to this area as well. For a summary of some of my other relevant experience, please see my attached resume.

Overall, I believe that I would serve as a strong asset to ABC Company. I am also sure that I would enjoy being a part of the team. As such, I will follow up with you in two weeks to answer any questions you may have about my application. In the meantime, please do not hesitate to contact me at (123)-456-7890 or by email at sjj10@student.uwf.edu. Also, I will be in your area the week of April 22nd and would love to meet face-to-face during that week if possible. Thank you for your time and attention to my letter and accompanying documents.

Sincerely,
(signed name)

Susie Jobseeker

Enclosure