

Mark J. Smith

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NAME
COMPANY
ADDRESS
CITY, STATE ZIP

Dear NAME:

I am interested in joining COMPANY as TITLE. The enclosed resume outlines my experience and achievements. I will be happy to provide references or further information at your request.

As my resume indicates, I have directed all aspects of marketing, branding, and promotions, working for clients great and small. While my managerial style is pragmatic, results-driven, and cost-conscious, the driving force behind everything I do is passion.

Marketing starts with creativity, but it requires focus and energy to transform concepts into campaigns. Throughout my career, clients have come to rely on me as a resource in all types of public outreach. For example, I recently devised an internal communications program that helped an industry leader improve employee retention. I am confident that this combination of skills and experience will make me a valuable member of your team.

I offer you the following qualities:

- **Persistence:** Maintain a positive attitude in the face of challenges and demonstrate an ability to overcome obstacles.
- **Innovation:** Assess opportunities and risks to make decisions that achieve current objectives and set the foundation for growth.
- **Personality:** Disciplined performer who focuses on results.

This summary cannot fully communicate my potential contribution. I would appreciate the opportunity to speak with you personally and answer your questions.

Thank you for your consideration.

Sincerely,

Mark J. Smith

Enclosure