

SARAH SAMPLE

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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