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Ms. Angela Jackson  
President  
ABC Bank  
123 Main Street,  
Canton, OH, 34032

June 12, 2009

Dear Ms. Jackson,

I am writing in response to the VP – Banking Services position posted on [www.bankingjobs.com](http://www.bankingjobs.com). After a successful track record as AVP with several large-scale banks, I am exploring new career possibilities that will capitalize on both my extensive hands-on expertise and drive for excellence. I have enclosed my résumé and positioning grid for your perusal.

During my 10+ years in the banking industry, I have consistently exceeded goals and successfully improved deposits despite the downturns in the banking industry. My candidacy is further confirmed by the following accomplishments:

-  Led the region in new branch start-ups, as demonstrated by my lead involvement in the opening of 4 new branches in the Canton area in 2008.
-  Ability to excel in the understanding of complex banking projects on time and within budget, as evidenced by my success in launching the “Bank2Web” product for Best Bank, receiving accolades from American Banker for my efforts and inventive selling methods.
-  Consistently demonstrating a client-centric approach that is also sensitive to bottom-line priorities, as substantiated by my success in improving Best Bank’s personal loan products by over 40% within 6 months, well over the industry average.
-  Challenged to manage and surpass CD sales year over year, achieving double digit growth during the last five years.

The cornerstones of my professional philosophy are exceptional communication, motivation, team spirit, strong work ethic, and a passion for excellence. I am confident that my track record of performance and distinction demonstrate consistent advancement in the banking industry. In short, I know how to run a bank, increase deposits, sell additional products, and lead diverse groups of staff to excellence. To that end, I am most eager to meet with you to discuss how my background and knowledge would best benefit ABC Bank’s aggressive banking challenges. I look forward to hearing from you soon.

Sincerely,

William Russell

enclosure: résumé, positioning grid