



## Winning Cover Letters

*30 samples*

*that engage the reader, articulate your value, and win the interview!*

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## Foreward

Congratulations! You have just made a wise purchase that can pay immense dividends in creating your own cover letter that engages the reader, differentiates you from the competition, provides valuable information most candidates never think to include and makes employers sit up and take notice.

The letters presented in this book are not meant to be copied word for word and used as your own. You are a distinct individual who has qualities and personality traits different from those detailed in the letters presented. Use the sample letters to stimulate your own ideas and as an outline for presenting your unique story, skills and personal strengths.

When you can speak to an employer's needs and provide useful information that differentiates you from the competition, employers will call. Remember that employers are looking for candidates that will add value to their operations. Do your research to discover what is going on in the industry you are targeting. What are the current marketplace issues? What do you know about specific challenges or risks that employers face today? What competencies will an employer in that industry or market need?

What can you pull from today's business headlines that will resonate with a given employer? Have you interviewed candidates and selected new hires? If yes, what credentials and strengths did you seek? As a hiring manager, what issues and challenges were you looking to overcome?

Rather than starting the first sentence with "I," begin your first sentence with something the employer can relate to or acknowledge: demonstrate an understanding of the employer's problems and that you have the tools/assets to solve them.

Avoid repeating exact information from your resume; at the very least, rephrase results and accomplishments. Education and training, if presented on your resume, should not be repeated on the letter. If you have unusual training or academic preparation beyond what is normal for the career you are pursuing, however, then by all means mention the added value.

### **More Valuable Tips:**

- 1) You do not need to attach or enclose a resume with your letter if you are using it to pique an employer's interest in a "cold calling" campaign. Mention that you'll be following up in a reasonable time to explore the employer's interest, and do so!
- 2) Be sure to convey appropriate strength and confidence for the level of work you are seeking. Thanking the reader for his or her time is fine, but remember that you are offering value; you are not begging for an interview. Avoid "I hope that you will call."
- 3) If you are responding to a print ad or online job posting, be sure to add a reference line above the salutation that mentions the ad or job requisition number.
- 4) Confidence sells; arrogance is offensive. Sometimes there's a fine line between the two, but if you have had a stellar career with phenomenal achievements, this is the place to draw attention to them.
- 5) If there is something that you can't mention on the resume, e.g., the reason for a gap in employment or a recent relocation, the cover letter is the ideal place to do that, but keep a positive tone.
- 6) Keep it simple and reasonably short; use informal language to convey your thoughts and pleasing personality on a single page.

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**MARK T. JANSEN**

8747 Arlington Street • San Antonio, TX 78203  
210.555.5142 • mjansen8@gmail.com

February 28, xxxx

Church of the Second Chance  
Attn: Karl Harding, Administrator  
1842 Manchester Road  
Dallas, TX 75202

Dear Mr. Harding:

An intense desire to make a difference—wherever I happen to be—has inspired my contributions in diverse office management, accounting/bookkeeping and operations management roles over a career spanning 20+ years.

My current role in the foodservice industry entails training and supervising student workers in a college cafeteria. In prior work assignments, I managed the finances of a thriving ministry and founded a nonprofit serving single mothers and homeless women. This latter operation provided intense exposure to public relations, development and event management functions and required judicious financial management to keep the doors open on \$100,000 in annual funding.

Besides making a real difference in the lives of the clients I served, I also developed refined communication and problem solving skills—in addition to poise under pressure.

Since I plan to relocate to Dallas in the near future, I am exploring employment opportunities that not only align with my personal values but also capitalize on the depth and breadth of my diverse business background. The ideal situation will emphasize office management, financial administration and/or facilities management. I have always held (and enjoyed) multidimensional roles and am thoroughly at home in a high-productivity, multitasking environment.

My resume is attached for your review. I would welcome an interview to discuss your expectations and the value I represent. You may reach me through the contact information above to schedule an appointment at your convenience. Thank you for your consideration.

Sincerely,

Mark T. Jansen

Attachment

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RACHEL E. CARLSON

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630.555.7411 • rachel\_carlson9@sbcglobal.net

December 3, xxxx

Saint Michael's Academy  
Attn: Dr. Sam Burroughs  
Assistant Headmaster  
201 N. Jackson Street  
Orland Park, IL 60467

Re: Administrative Assistant to the Headmaster

Dear Dr. Burroughs:

When my children began elementary school and I had unexpected free time, I began a responsible volunteer position that transitioned into a full-time administrative support role at their school. The last 5 years have been filled with wonderful memories around ordinary school days and the many events I planned to enrich the academic, social and spiritual lives of our students and parents.

Because I was heavily involved in Parents' Club as well as in day-to-day school activities, I was instrumental in several major projects that really made a difference. The school library came into being largely through my efforts, and I cannot even begin to tell you how much money we raised over the years to benefit academic programs, build school spirit and develop well-rounded students!

Organization, planning, problem solving and decision-making are significant strengths that I offer Saint Michael's Academy. You should also know that I have developed extensive computer skills and am recognized for legendary productivity. I'm happy working behind the scenes to make every aspect of school life a positive one for students and those whose efforts contribute towards helping them grow into responsible, productive adults.

My children's school closed this summer, so I am eagerly looking to find another place where I can make a difference.

A resume is enclosed for your review. I look forward to meeting with you in person to discuss your expectations for this position and the strengths I will add to Saint Michael's Academy.

Sincerely,

Rachel E. Carlson

Enclosure

KAREN A. BANKS, PhD  
512.555.7616 • k\_banks@yahoo.com

July 14, xxxx

Valley School District #405  
Attn: HR Manager  
409 E. Hobson Road  
Austin, TX 78711

Re: Administrative Intern / Curriculum Specialist

Dear Human Resources Manager:

In my current role as ESOL Teacher with Richmond School District, I work closely with parents, administrators, and the community to achieve learning equity for all children. In a prior position with the Sparta School District, I also managed a team of teachers and a sizable budget.

To help parents with limited English language skills transition into the Sparta school community, I have provided informational workshops covering registration, transportation, school calendar events, science fairs, standard practices and District guidelines. I have also presented workshops to K-12 teachers on second language acquisition, cultural awareness, federal and state mandates, recommendations and guidelines, classroom modifications for limited English proficient students and parent/school involvement—all with a view to fostering cooperation, understanding and curriculum adaptation.

My work as an educator is personally rewarding because each student's failures and successes become my own. I want every student within my sphere of influence to achieve learning success, and my highest aim is to make that possible. A recent PhD has prepared me to assume a greater leadership role, ideally as an administrative intern specializing in curriculum and professional development.

A resume is enclosed for your review. I am confident that my background reflects uncommon skill, dedication and professionalism. If you agree, I would welcome a personal interview to discuss the strengths I would bring to your administrative team. Thank you for your consideration.

Sincerely,

Karen A. Banks, PhD

Enclosure

October 12, xxxx

Ms. Yolanda White  
Director of Administration  
Indianapolis Pubic School District  
2210 N. Rockhill Road  
Indianapolis, IN 46207

Dear Ms. White:

After a number of years with the same private school, I yearn for the stimulation and challenge of a fresh assignment for the coming academic year. My recent experience focuses on second-grade reading instruction, but I also have a wealth of classroom experience in language arts, math, English and drama at the elementary, middle-school and junior-high levels. I have a compelling desire to teach in a top-tier school that is committed to quality curriculum in every grade level. I am flexible, can teach any grade and will also consider advising speech club.

Teaching reading at the elementary level has provided a deep understanding of the basic foundation that a student must develop for later academic success. I have seen firsthand how students “learn to read and then read to learn.” Witnessing the breakthrough in students’ reading mastery has made a lasting impression on me, as this mastery frequently becomes the determinant of a student’s future success in the upper grades.

A key strength is my ability to energize and excite my reading students through creative projects that encourage subject-matter exploration, vocabulary development, risk-taking and lifelong reading. I have enjoyed particular success with at-risk and reluctant readers. Ongoing communication with parents to keep them involved in their children’s academic progress has further leveraged classroom results.

My resume is enclosed for your review. I would welcome the opportunity for a personal interview to discuss your needs for the coming academic year and the assets I will add to your professional staff.

Thank you for your consideration. I am eager to speak with you.

Sincerely,

Pamela Sikeston

enclosure

## SARA N. CONNORS

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2717 Winter Estates Drive • Phoenix, AZ 85007 • 602.555.4187 • sara.connors@aol.com

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August 12, xxxx

Mr. Matthew Zimmer, CEO  
Mountain Casinos Inc.  
3600 Scottsdale Blvd.  
Scottsdale, AZ 85252

Dear Mr. Zimmer:

Attracting and retaining top talent in a competitive global business environment has become a compelling human resources issue. In my role as Director, Benefits and Risk Management for a major Las Vegas casino and resort property, I constantly evaluated options against costs to develop recommendations that made sense not only from a business standpoint, but also in terms of hiring and retention.

Much of my success in accomplishing that goal was attributable to the sizable savings I achieved through scrupulous due diligence, technology implementation and design of new processes and procedures, such as self-service online benefits enrollment and bringing some of our claims processing in house. This last initiative alone provided my employer a \$15 million tax advantage.

A recent restructuring has provided an unexpected opportunity to explore a new challenge, and I am eager to offer my comprehensive benefits knowledge to another employer desiring to standardize procedures and contain costs in this critical area. Note that although my preference is benefits, I can also add value in safety, risk management and staffing.

My resume is attached for your evaluation. I would welcome an interview to discuss the unique benefits and/or compliance issues you are facing and the strengths I can bring to your Benefits Administration effort.

Thank you for your consideration; I look forward to your call.

Sincerely,

Sara N. Connors

Attachments

JUDITH M. WITHAM, MBA  
417.555.5512 • judyw88@gmail.com

August 2, xxxx

Ms. Rebecca Ramsey  
Great Bank Financial  
1001 W. Central Street, Suite 301  
Springfield, MO 65806

Dear Ms. Ramsey:

A recent MBA and a rigorous education in chemical engineering have prepared me to make a significant contribution in a role that emphasizes financial analysis, business planning, special projects, project management and/or business development.

My first job after college, in an isolated industrial environment as a process/safety engineer, was not an optimal match for someone who is more naturally inclined to leverage interpersonal skills—rather than hands-on technical skills—to achieve results in the workplace. Although I am comfortable in applying my technical knowledge, I prefer personal interaction, building relationships and persuading others to my point of view. For that reason, an assignment that supports or impacts business development may be a better application of my unique academic preparation and skills.

As an adjunct to my MBA studies, I have held progressive financial roles focusing on credit analysis and risk management. My performance has been recognized for productivity, accuracy and leadership, so I can confidently say that I have proven business skills as well. Since I was recently elevated to “Team Coordinator,” guiding 9 colleagues in identifying potential process improvements, my supervisors apparently recognize my ability to achieve goals through others.

A resume is attached for your review. I would welcome the opportunity for a personal interview to discuss your expectations and my ability to fulfill them. Thank you for your time and consideration; I am eager to hear from you.

Sincerely,

Judith M. Witham

Attachment

September 14, xxxx

Sitkon Corporation  
Attn: Donald Matthews, President  
121 W. 5th Street  
Washington, D.C. 20026

Dear Mr. Matthews:

Having built and managed my own business, I know firsthand the challenges that occur with day-to-day operations, especially in terms of quality assurance, collections, customer satisfaction and payroll. When I sold out to my partner a year ago, I figured I'd enjoy putting my feet up and pursuing personal interests. What I found, instead, was that I had an excess of energy and a compelling desire to reengage in something more personally fulfilling and rewarding.

That revelation prompted my return to school to earn an MBA and a decision to reestablish a sales career where I can apply my entrepreneurial nature and the quantitative skills I've gained to impact business development for a manufacturer that sells into the healthcare market.

My resume is attached for your review. Note that I have significant achievements in both business-to-business and consumer sales. Although I am not interested in relocating at present, I have traveled extensively throughout the West Coast and would be willing to do so again for the right opportunity. My business skills are significant, extend across many functions and are easily transferable.

If you are an employer that values proven ability to build a business and achieve long-term, sustainable growth, then I would welcome the opportunity to discuss your market challenges and the considerable strengths I offer in overcoming them. You may reach me through the contact information above to schedule an interview at your convenience.

Thank you for your consideration; I am eager to explore your interest.

Sincerely,

Monica L. Forester

Attachment

**SETH N. MURPHY**

732.555.7811 • Long Valley, NJ • snmurphy@aol.com

December 4, xxxx

Mr. Daniel Rogan, CEO  
Johnson Wilburn, Inc.  
1101 W. 93rd Street  
New Brunswick, NJ 08902

Re: Business Planning/Project Management

Dear Mr. Rogan:

The compelling need of a family member brought me to New Jersey when I finished my formal education 8 years ago and led to my initial success in the building industry. Although I had had no prior business experience, I learned from my early mistakes and overcame every challenge to structure a well-run, profitable operation with up to 19 employees and \$2 million in annual sales.

Recent reverses in the credit and housing industries, however, are proving significantly more difficult to overcome and my company does not have the capitalization needed to outlast the dismal market. For that reason, there is wisdom in exploring another opportunity where I can leverage my intellect and experience to broaden my business skills. The ideal opportunity would emphasize business planning, project management and/or economic development.

I have strong leadership traits and an intense drive to succeed, giving me confidence that I can make an immediate, value-added contribution to an employer that seeks a talented performer with proven initiative. Few professionals with 8 years' experience will offer you a greater return on investment.

A resume is attached for your review. I would welcome an interview to discuss your expectations and the strengths I can contribute to your management team.

Thank you for your consideration; I am eager to explore your interest.

Sincerely,

Seth N. Murphy

Attachment

SAMANTHA A. PATTERSON

1214 Southpoint Road • Joliet, IL 60431 • 815.555.1440 • spatterson@gmail.com

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September 8, xxxx

Ms. Jodi O'Conner  
Director of Staffing  
Ashley Cole, Inc.  
151 S. Tucker Blvd.  
Chicago, IL 60606

Dear Ms. O'Conner:

When I initially accepted an internship with The Gap after college, I had no idea that 10 years later I would still be with the premier retailer—especially since fashion is not my focus. The significant planning, analysis and customer service skills that I have developed in several assignments within this intensely competitive business, however, are personally rewarding and have been integral to my store's continuing "Top 3" national performance.

I am eager to apply these critical business skills in a challenging marketing or administrative role that emphasizes project management, liaison and decision support. The ideal position will expand my sphere of influence and provide exposure to other business functions.

My resume is attached for your review. I am confident that my background reflects serious talent, commitment and results. If your operations would benefit from the addition of a value-added performer who understands the "big picture," has keen insights into what is needed to drive the business forward and executes well, then I would welcome an interview to explore your interest.

You may reach me through the contact information above to schedule an appointment at your convenience. I am eager to discuss your expectations and the strengths I can bring to your business planning team.

Sincerely,

Samantha A. Patterson

Attachment

Sharon A. Johnson  
650.555.0606 • sharon.johnson7@gmail.com

March 31, xxxx

Tison Marketing  
Attn: Jim Truesdale  
600 W. Portview Drive  
San Francisco, CA 94108

Dear Mr. Truesdale:

Believing that all things happen for a reason, I was delighted to discover that your organization is opening a new customer service facility in San Francisco. Customer service happens to be something I enjoy and am particularly well suited for. Careful attention to detail, follow through and skill in managing relationships with demanding health care professionals earned me a reputation as a top performer and contributed to my employer's rapid expansion and business growth.

When I left the area a couple of years ago to assist my parents through some health issues, I chose not to seek employment right away because I intended to stay in Denver only a short while. My stay turned out to be longer than planned, though, so I accepted a position with Sears to retain my skills and disciplined work ethic.

My family situation has resolved itself, and I am ready to return to my home in San Francisco. You will find me to be highly motivated, conscientious and willing to take on responsibility. I am also an exceptional listener and diplomatic problem solver, strengths I rely on to soothe irate customers.

If you value employees that take pride in their work and represent you well to your customers, then I am confident that I can meet your expectations. My resume is enclosed. I would welcome a personal interview to discuss your expectations and the strengths I would add to your customer service team. Call me; you won't regret it!

Sincerely,

Sharon Johnson

Enclosure

CAROLYN ALLEN, MBA

555.500.0055 • carolyn\_allen34@gmail.com

August 24, xxxx

Ms. Samantha Nice, CIO  
Xenon Corporation  
8542 LaJolla Blvd.  
San Diego, CA 92014

Dear Ms. Nice:

While I routinely work behind the scenes, the results of my work have played a significant role in the sustained growth and continuing profitability of one of Cincinnati's premier corporate citizens—The J.M. Smucker Co. My research and analysis of various operating areas have provided the basis for sound business decision making and judicious resource utilization within Operations Network Services, Corporate Human Resources and Marketing, business functions whose total annual budgets exceed \$200 million.

The goal of my most recent assignment in the Operations Network Services area was to bring cost transparency to the Telecommunications, Data Networks, Messaging and LAN/WAN Support functions and to align a sophisticated, costly, expanding technology infrastructure with overall business goals. This involved monitoring projects to assure compliance with established standards, developing tools to determine actual costs, and measuring project deliverables against business goals.

In prior assignments, I executed significant process improvements that delivered savings within Human Resources and Marketing. Since these two areas touch both the corporate entity and its business partners worldwide, I worked at all levels of the enterprise to understand complex processes, gather information not always available or provided willingly, and develop insights to drive the business forward.

If you face similar challenges and operate in a global business environment where increasing costs, lack of cost transparency, suspected inefficiencies and long-range planning deficits are eroding your bottom line, then an incisive business manager with a proven record of profit improvement may be the solution.

A resume is attached for your review. I am confident that my background and achievements reflect a level of contribution that would allow me to make an immediate impact in role that emphasizes business analysis, technology utilization and/or decision support.

Thank you for your consideration; I would welcome the opportunity for brief meeting to discuss the specific challenges you are facing and the strengths I can add to your management team. You may reach me through the contact information above to schedule an appointment at your convenience.

Sincerely,

Carolyn Allen

Attachment

December 28, xxxx

Mr. Nick Taylor  
General Manager  
The Lucky Duck  
1400 S. Main  
Rochester, NY 14592

Re: Executive Chef

Dear Mr. Taylor:

Creativity, anticipatory planning and staff empowerment are the keys to my success as an executive chef. With expertise in American, California and Mediterranean cuisines, I have turned around multiple restaurants through strong leadership and the introduction of fresh, local and seasonal foods to create innovative menu items.

I see my role as Executive Chef as important in the dining room as it is in the kitchen. Customers are at the forefront of my mind in all aspects of my work. What will excite their palates? How can the presentation be enhanced? Are service levels at their highest? There is no better way to create the ultimate dining experience than by soliciting answers to these questions from the diners themselves.

As a kitchen manager with 11 years of experience, my focus balances between quality menu items and cost containment. Finding ways to locate the best products at the most economical prices is an area in which I excel. I also continually review systems and processes for ways to increase efficiency and decrease costs, all while maintaining restaurant uniqueness.

As a leader, I push my team members to be the best they can be – teaching my staff while also learning from them. By praising exceptional performance and fostering a positive work atmosphere, I keep employee retention significantly higher than industry average.

Bringing my creativity, practical management skills and focus on customer satisfaction to your restaurant would allow us both to flourish. I am available for an interview at your convenience. Let's explore the possibility of working together to make The Lucky Duck the restaurant of choice for Rochester's most discriminating diners.

Sincerely,

Jonathan R. Lawrence

June 16, xxxx

Zitex Incorporated  
Attn: James Smith, CEO  
7500 South Gate Blvd.  
Madison, WI 53702

Dear Mr. Smith:

Careful due diligence, keen business insights and well-reasoned decisions are the key factors behind my considerable success in the financial services industry. Few sales executives in any industry deliver similar results in selling generic products to a very savvy customer base. I have thrived in an intensely competitive business because I offer uncommon product expertise and value-added insights that knowledgeable clients understand, value and profit from.

I rose to my current leadership position as Managing Director based on proven sales leadership and a clear sense of where the business needed to go. I turned around an under-performing department where morale was low and licensed staff were fearful of expressing true opinions. Within 2 years I increased commission income 25% and restored a positive working environment where fresh ideas are welcomed and individuals are rewarded based on contribution and results.

Additional leadership is reflected in the following achievements:

- Advocated, at senior management level, for an open-architecture fixed inventory and order management system. Won approval and got the ball rolling on a multimillion-dollar capital improvement project.
- Delivered 15% YOY revenue growth.
- Worked with legal counsel to analyze and rewrite lengthy supervisory and operational procedures manuals to identify exposure and meet compliance mandates.

With my employer's acquisition, the culture has changed dramatically, and I am eager to explore a fresh challenge. The ideal opportunity will emphasize financial acumen, business leadership and organizational development.

My resume is attached for your review; I would appreciate the opportunity to discuss the operational challenges you face and the strengths I can bring to your senior leadership team. Simply call or email me to explore the benefits of working together. I'm prepared to make an immediate impact.

Sincerely,

Kevin M. Kingston

Attachment

JENNIFER A. MITCHELL  
555.505.0055 • jennmitchell@gmail.com

October 14, xxxx

Dr. Gary Milsap, CEO  
The Florida Aquarium, Inc.  
701 Channelside Drive  
Tampa, FL 55050

Dear Mr. Milsap:

From humble beginnings as an Americorps volunteer with a small marine aquarium in the Northeast, I leveraged a basic love of the biological sciences to drive leadership results in animal husbandry, educational programming and operations management in two nonprofit environments.

Total dedication to the animals in my care, astute resource management, enthusiasm for continued learning and willingness to get my hands dirty are the basic traits that have allowed me to rise to my current executive management role with Lincoln Park Aquarium, a 55,000 sq. ft. inland facility. Of all my accomplishments, I am most proud of having earned the admiration and respect of the employees and volunteers under my supervision at every step along the way.

Working in environments that focus on education, research, conservation and exhibition has been a delight for me because of the emphasis on collaborative effort and community partnerships in preserving our natural world and achieving sustainable use of aquatic resources. After a several years in the Midwest, however, I long to return to a coastal city where I can indulge my love of the sea to view and study its amazing creatures in their natural environment.

If you are currently considering the addition of a veteran manager with expertise in showcasing the diversity, importance and beauty of aquatic life and habitats (as well as conservation issues), I am confident that I can add tremendous value to your operations. An employment opportunity that offers avenues for further education and research would be especially appealing.

My resume is enclosed for your review. I am eager to meet with you in person to discuss the value of working together to benefit your renowned facility and the communities it serves. If I have not heard from you within a week or so, I'll call you to follow up. Thank you for your consideration.

Sincerely,

Jennifer Mitchell

Enclosure

**RICHARD D. NELSON, CFP®**

8823 Birch Road • Denver, CO 80022 • 303.555.8471  
nelson.richard@aol.com

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October 18, xxxx

Mr. Thomas Dunlap  
Director of Finance  
Wilson Financial Group  
440 W. Ridge Road  
Denver, CO 80009

Dear Mr. Dunlap:

Educating my clients so that they can make well-informed financial decisions has been my highest priority since entering the financial services business 10 years ago. I began my careers in the insurance industry and, with recent opportunities in the marketplace, elected to pursue the CFP® designation so that I could grow the financial services side of the business and meet the investment needs of my high net-worth, aging clientele.

Although my business continues to thrive, I have found that the functions I enjoy the most—analysis, planning and consulting—are short-changed when I have to focus on the marketing and business development aspects of the business. Therefore, I have taken steps to sell the business and explore opportunities with an established, fee-based firm where I can leverage my background and skills to impact client service and business retention.

I take my fiduciary responsibility seriously and work diligently to provide the same level of expertise and service to my clients that I personally expect. By putting my clients' interests first, my small firm has enjoyed phenomenal client retention, cross sales and word-of-mouth referrals.

A resume is attached for your consideration. I am confident that my background reflects a level of product knowledge and planning expertise that would allow me to make an immediate impact in a demanding client-facing role. If you agree, then I would welcome an interview to discuss your expectations and the strengths I expect to add to your management team.

Call me today to explore the benefits of working together to achieve your business goals.

Sincerely,

Richard D. Nelson, CFP®

Attachment

**ANDREA R. DAVIS, MBA**

812.555.3195 • andrea.davis9@gmail.com

February 29, xxxx

Alton Systems, Inc.  
Attn: Chief Financial Officer  
900 W. Sixth Street  
Indianapolis, IN 46227

Dear Hiring Executive:

Adherence to fundamental marketing principles has served me well in both business development and operations roles over the past 10 years with various employers. The products and services I have promoted and sold have typically been in the financial area, so making the sale happen has always relied on careful due diligence, good business instincts and expert relationship management, both before and after the sale.

This “behind the scenes” process—qualifying the prospect and making the deal work—has continually been the element of sales that I do best and enjoy most. For that reason, I am prepared to leverage my considerable analytical and financial modeling skills for a challenging position that impacts forecasting, budgeting, business planning, decision making and/or operations management for an enterprise that seeks to minimize risk and maximize ROI.

A resume is enclosed for your review. I would welcome the opportunity to discuss the challenges you are currently facing and the strengths I offer to help you overcome them.

You may reach me at the telephone number or email address above to schedule a convenient time to talk. If I have not heard from you within a week or so, I will follow up to explore your interest.

Sincerely,

Andrea R. Davis

Enclosure

January 12, xxxx

Huss Designs and Solutions Co.  
Attn: General Manager  
110 Spring Point Trail  
Cincinnati, OH 45150

Re: Interior Design Opportunity

Dear Hiring Manager:

A compelling desire to participate in larger residential and commercial design projects prompts my inquiry. The ideal situation will be with a home developer or architectural firm where I can work with clients to determine needs or gather specifications and develop creative solutions for an entire living environment.

My recent work experience with Roberts Furniture and a prior internship with JJ Meyer have focused on limited space-planning assignments emphasizing furniture, fabrics and accessories, which are also sold in these stores. My preference is to work in a more team-oriented environment where I can work with (and learn from) experienced homebuilders, architects and/or designers who are willing to share their expertise and are in a position to specify a much broader range of products.

A resume is enclosed for your review. I am very flexible and have other long-term work experience unrelated to my degree field that reflects well on my dependability, motivation and performance. I am confident that I can prove myself in a position that offers challenge, growth and advancement.

Thank you for your consideration; I will call you within a week to explore the possibility of a personal interview at your convenience.

Sincerely,

Carolyn Williams

Enclosure

# JULIA M. STEVENS

919.555.3121 • jmstevens@aol.com

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November 24, xxxx

Mr. Mark Waller  
Executive Vice President  
McDouglas Marketing Group  
1101 N. 61st Street  
Raleigh, NC 27605

Dear Mr. Waller:

In just over 10 years with one of the world's most successful consumer products companies, I have earned four promotions and the respect of my peers by establishing myself as a high performer with leadership results in marketing and brand management. To illustrate, I offer a short list of representative achievements:

- Exceeded anticipated first year sales volume on an innovative new product by well over 400%, achieving the most successful product launch in industry history.
- Penetrated the hospitality market with a popular textile line, growing case sales from 700 to 7,000 (a tenfold volume increase) within 3 years.
- Won multiple prestigious industry awards for marketing campaigns and consumer training videos.
- Delivered \$1.8 million in annualized savings while strengthening a product brand image with new-concept packaging.

In my current role as Senior Marketing Manager for JPC Corporation, I create and execute major "customer experience" events to reinforce brand value and premium pricing among our channel partners. Although I manage a large budget and deliver significant marketing impact via end-user sell-through and partner loyalty, I am removed from what inspires me most—seeing immediate bottom-line results. For that reason, I have decided to explore another opportunity where I can leverage my talents for an employer that rewards execution and performance.

My resume is enclosed. I would welcome the opportunity for a personal interview to discuss a challenging marketing/brand management assignment and the value I will bring to your continued market leadership and growth. If I haven't heard from you between now and the holidays, you can count on me to follow up.

Sincerely,

Julia Stevens

Enclosure

**JAMES M. LOWE**

317.555.841 • jameslowe24@yahoo.com

September 3, xxxx

Mr. George McGibbon  
President  
Macklin Corporation  
1101 N. Market Street  
Charlotte, NC 46205

Dear Mr. McGibbon:

Re: Regional Sales Manager (Job No. 4425); National Sales Manager (Job No. 4416)

Your needs, as expressed in these positions, are aligned very closely with my background in finance, marketing, sales and organizational development. Specifically, I offer:

- ▶ An entrepreneurial nature and a history of leadership in **developing and executing well-defined marketing concepts.**
- ▶ Proven success in developing a sales structure and **building a team to drive high-ticket sales.**
- ▶ Broad design/build experience with specific **expertise in mechanical systems.**
- ▶ Existing business partners **ready and able to design, sell and install projects.**

As an entrepreneur, I built a business to \$25 million in 3 years, an extraordinary achievement realized through innovative ideas, shrewd technology utilization and visionary marketing. A recent endeavor into the data-center market has expanded my technical expertise, refined my relationship building skills, and prepared me to make a significant bottom-line contribution for a well-capitalized employer that aspires to industry leadership.

I've done exhaustive groundwork for opening the U.S. market in my current operations role with a global design/build firm and am prepared to leverage what I have learned to capitalize on waiting opportunities.

A resume is attached for your review. Of course I do not wish to jeopardize my current position, so I ask that you respect my confidentiality until such time as mutual interest is established.

Call me to explore the value of an alliance to achieve your growth goals.

Sincerely,

James M. Lowe

Attachment

MEI LEI ZHANG  
612.555.8113 • mlzhang7@me.com

August 3, xxxx

Ms. Venessa Monroe, CEO  
Silron Enterprises, Inc.  
1001 S. Richardson Road  
Minneapolis, MN 55406

Re: Offshore Business Development Manager

Dear Ms. Monroe:

Results-driven and highly entrepreneurial, I offer proven business acumen in two diverse markets and cultural environments, with legal work status in Europe, the U.S. and the Pacific Rim. My work experience spans nearly 15 years, is highly diverse and reflects clear leadership in business planning, business development, team building/training and new product launch.

Overcoming challenges is what I enjoy most and do best, as you can see from the following results:

- ▶ **Conceived, sold, produced and hosted groundbreaking radio and television programs**, introducing Western pop culture to a virgin consumer market. Personally cultivated corporate business partnerships, negotiated contracts and generated sales revenue while also pursuing a high-profile broadcast career.
- ▶ **Maximized personal sales impact with XYZ Inc.**, a global high-tech manufacturer, while earning an undergraduate business degree and a graduate degree in international affairs. Worked full time while attending college full time—and setting the sales standard for 400 peers across the U.S.
- ▶ **Grew assets under management by \$4 million over 10 months with RJM Investments**, overcoming the worst economy in decades and extreme volatility in worldwide financial markets by reaching out to a conservative client base.
- ▶ **Designed and executed business plans** incorporating cultural and relationship marketing, product development and interactive sales components to grow the business across diverse markets in the technology, financial and broadcast industries.

Based on the above achievements, I am prepared to deliver significant value to a company that seeks to introduce new products and build the organizations to support them, whether in the U.S. or offshore. I have built my professional reputation on clear results—achieved through superb planning and execution.

My resume is attached for your review. You may reach me through the contact information above to schedule a convenient time to explore the benefits of working to achieve our mutual growth goals.

Sincerely,

Mei Lei Zhang

Attachment

DAVID A. ROSS

514 Grove Street • Dayton, OH 45404  
937.555.4077 • daveross88@aol.com

April 12, xxxx

Ms. Judith Carter, President  
Dayton Medical Partners, Inc.  
901 Park Lane  
Dayton, OH 45411

Re: Medical Device Sales, Req. # 44174

Dear Ms. Carter:

The lure of opportunity continues to attract my interest in healthcare sales. In 14 years in the industry, persistence and tenacity have allowed me to achieve significant success in assignments where my predecessors or colleagues failed. I am proud to say that my success is the result of working smart, delivering on my promises and remaining in front of my customer until I get the business.

My background includes sales leadership in medical device, biotech and pharmaceutical sales, with representative results reflected in the following:

- ◆ Consistently meeting or exceeding monthly sales targets and market share growth goals to rank among top sales performers—in the district, the region and nationwide.
- ◆ Specialty designation (as Marketing Specialist and/or Managed Care Specialist), with advisory responsibility at the corporate level and coaching responsibility at the district level.
- ◆ Management of territories generating at or near \$10 million in annual revenue.
- ◆ Positioning my employer as an industry leader by winning business opportunities with major health care delivery systems at the state and regional levels.

A resume is attached for your review. I am confident that my record reflects a level of achievement that you would expect in a top candidate for a medical sales position, and I am fully prepared to make a significant bottom-line contribution.

You may reach me through the contact information above to schedule an interview at your convenience. I would welcome the opportunity to explore the benefits of working together to achieve your market expansion goals.

Sincerely,

David A. Ross

Attachment

ETHAN M. RILEY  
MCSA, MCP, CCNA, A+, SECURITY+

409 N. Lake Street • Racine, WI 53407  
262.555.6728 • ethan.m.riley@gmail.com

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February 18, xxxx

Ms. Barbara M. Davis  
Vice President, Information Technology  
Vast Technology, Inc.  
4105 Central Avenue  
Racine, WI 53401

Dear Ms. Davis:

Early career experience with a custom-build/computer repair shop and ISP provided a level of technical expertise that later allowed me to garner a constant stream of consulting assignments when I needed to be available for a family member with significant health issues.

Since moving to Racine, I have gained additional experience in sophisticated LAN/WAN environments with Alliant Energy and Johnson Controls, Inc., where I now provide desktop support to roughly 2,500 users worldwide, hold an increasing technical leadership role and am routinely considered the “go-to” person expected to fix whatever goes wrong within my sphere of influence. When I am not directly supporting users, I manage routine network administration tasks focusing on network switches, security, hardware/software configuration and upgrades, information access, email, mobile devices, and virus/spyware removal.

With just 6 years in the IT field, I have already earned multiple certifications and know the wisdom of lifelong learning to upgrade my value in the marketplace. The benefit to each of my employers has been in the areas of productivity improvement and training: I have dramatically improved processes, increased productivity, and enhanced the skills of my colleagues by freely sharing the knowledge I’ve gained.

Although I enjoy what I do, I am eager to take the next step and am ready to explore other avenues where I might leverage my critical-thinking and technical skills for an expanded leadership role, ideally one where I will have greater exposure to emerging technologies.

My resume is attached for your review. I would welcome an interview to discuss your needs, your expectations and the strengths I can add to your network support team. Thanks for your consideration; I look forward to your call.

Sincerely,

Ethan M. Riley

Attachment

**CATHY MINUS, RN, CCRN, BSN**

41 Park Drive • Destin, FL 32541 • 850.555.5922 • cathy\_minus@yahoo.com

April 3, xxxx

Mr. Trace M. Daniels  
Human Resources Director  
SHN Health Systems  
1150 Waterfront Blvd.  
Tampa Bay, FL 33603

Dear Mr. Daniels:

Throughout a 20+ year career in nursing, I have enjoyed the privilege of working with some of the top clinicians and researchers in a well-equipped large metropolitan hospital while also supporting small outlying hospitals with limited physical resources, equipment and staffing. My greatest expertise is in critical care, an exceptionally demanding nursing specialty where significant medical advances and improved patient outcomes have occurred in recent years.

My tenures with various employers have typically been longer term than those of many of my peers in these trying understaffed times, and that longevity has provided a depth and breadth of experience that few of my associates can claim. Ongoing learning opportunities have allowed me to grow in clinical expertise and effectiveness: what I've learned, I'm prepared to apply in a challenging leadership role that focuses on improving critical care patient outcomes.

I have earned a reputation as a respected health care professional, and I am prepared to step up to a new challenge that would allow me to impact quality, cost-effective healthcare delivery. My resume is attached for your information. I am confident that my background reflects a level of clinical expertise, professionalism and commitment that would allow me to add immediate value to your operations.

If you agree, then I would welcome an interview to discuss this opportunity and the strengths I will add to your clinical leadership team.

Sincerely,

Cathy Minus, RN, CCRN, BSN

Attachment

MAXWELL N. HORTON

702.966.3717 • mnhorton@aol.com

December 3, xxxx

Ambler Dodge  
Attn: Ms. Cheryl Smyth  
1842 Euclid  
Cleveland, OH 44132

Re: Executive Manufacturing Opportunity

Dear Ms. Smyth:

My goal is a general management or manufacturing management position in a company with sales of \$25 million to \$50 million. Turnaround or growth environments are equally acceptable, and I am open to domestic or international assignments.

From an early start as a tool designer in medical products manufacturing, I advanced through progressive management positions and various business functions to ultimately lead a \$26 million company whose products are marketed worldwide. My first promotion to Junior Process Engineer was the direct result of a dramatic production increase that I engineered by reconfiguring an assembly area. Three years later, I had advanced to Manufacturing Manager of our parent corporation.

Driving constant (and significant) efficiency improvements in every area I touched characterized my performance in these and later progressive roles. I have delivered consistent production capacity increases and process improvements that contributed to my employers' market agility and business growth over the last 20+ years. My upward progression has been the direct result of insightful problem solving, uncompromising leadership and personal integrity—strengths that I am prepared to leverage for a new challenge with an owner/employer who rewards quantifiable results.

The ideal assignment will be a turnaround position with a family owned company that needs to adapt quickly to thrive, particularly one that is facing succession-planning challenges. I've done it all—strategic business planning, operations, policy/procedures development, capacity planning, process improvement, technology utilization in multiple functional areas, cost reduction/profit improvement, new construction, cash flow management and customer service.

My resume is attached for your information. I would welcome the opportunity to speak with you regarding any open (or impending) search assignments that meet my general requirements. You may reach me via the contact information above to schedule a convenient time to open the conversation.

Sincerely,

Maxwell N. Horton

Attachment

P. S. Since I do not want to jeopardize my current position, I ask that you hold my inquiry in strict confidence until such time as mutual interest has been established with a prospective employer.

March 24, xxxx

Mr. Bradley Madsen, CEO  
Kline-Douglas Corporation  
555 Spring Valley Dr.  
San Francisco, CA 94219

Dear Mr. Madsen:

Progressive experience in rigorous manufacturing environments has prepared me to make a leadership contribution in a position that emphasizes operational analysis and process improvement. My successes to date have been achieved by anticipating future needs and challenging the norm to reduce costs and increase productivity in a unionized industry where labor/management partnerships have historically been adversarial or nonexistent.

My achievements over the last 8 years speak for themselves. Most notably, I have:

- Elevated the quality standard company-wide by proactively installing new equipment to allow parallel production and fine-tuning prior to new model changeover.
- Reduced headcount 35% (the lowest staffing level for a production area of its size in the company) without losing productivity by adding automation and increasing line speed.
- Saved an average \$3.8 million in annual operating costs through investigative, proactive maintenance.
- Achieved significant reductions in accidents and lost-time injuries by raising safety awareness and mandating compliance to Physical Protection Equipment (PPE) protocols.

As these results reflect, my expertise extends far beyond manufacturing to process engineering, maintenance and budgeting. Maximizing limited resources has been a hallmark of my career, and I am confident that I am well equipped not only to face the challenges that lie ahead, but also to prepare the next generation of leaders to move the business forward.

My resume is attached for your review. If your manufacturing operations will benefit from a decisive leader who leads by example and knows how to inspire the team, then I welcome your interest. You may reach me at 707.555.9963 to schedule an interview at your convenience. I look forward to your call.

Sincerely,

Allistair E. Hamilton

Attachment

November 3, xxxx

Alcron Laboratories  
835 Woodward Avenue  
Atlanta, GA 30331

Dear Hiring Manager:

A recent college degree and prior consumer products sales experience have prepared me for a challenging career opportunity. I am particularly attracted to pharmaceutical sales, where I can fulfill my continuing thirst for knowledge and growth.

As an entering college student, I played intercollegiate track and basketball until a serious knee injury curtailed my athletic pursuits. The team values and discipline I learned, however, remain with me and have served me well in reaching my goals, both as a student and as an employee.

My skill in developing and managing client relationships is reflected in the amount of repeat business and referrals I generated for The Entertainment Shop, a Mason City electronics store that specializes in high-end audio components and entertainment systems. The technical nature of the products I sold engaged my curiosity and intellect while challenging my ability to tailor the sales presentation to the client's ability to understand sophisticated technical issues.

An earlier, progressive sales assignment with Enviro Systems, a distributor of environmental equipment, further confirms my ability to set the standard for others to emulate.

Rigorous biochemistry coursework, a quick grasp of complex technical issues and proven sales achievement should make me an exceptional trainee and, ultimately, a highly productive pharmaceutical sales representative.

My resume is enclosed for your information. I would appreciate the opportunity for an interview to discuss your expectations and the strengths I offer your sales/marketing team.

Thank you for your consideration. You may reach me at the phone number above to schedule a convenient time for us to meet.

Sincerely,

Edward Hancock

Enclosure

CRAIG L. KENNERLY, MS, BS  
555.505.0505 • clkennerly@sbcglobal.net

April 18, xxxx

Mr. Jeffrey Martin  
Vice President Manufacturing  
Challenger, Inc.  
550 North Avenue  
Chicago, IL 50505

Dear Mr. Martin:

Maximizing resources continues to be a significant management challenge, especially when rising supply and labor costs are difficult to recoup during difficult economic times. Over an extended career in the maintenance field—first with Cessna Aircraft Company and then with Nissan North America—I have gained considerable expertise not only in manufacturing processes but also in preventative maintenance and repair of machinery and equipment critical to meeting production schedules and client expectations.

My achievements are significant and include:

- Reducing production line downtime by as much as 50%.
- Setting an enterprise-wide performance standard in implementing a Total Productive Maintenance initiative for a multibillion-dollar corporation.
- Streamlining maintenance procedures to achieve dramatic labor savings—while maintaining productivity and equipment reliability.
- Eliminating nagging issues in key manufacturing areas by engaging multidisciplinary team effort in issue resolution and holding each team member personally accountable for timely reporting, communications and follow up.

In-depth experience in diverse manufacturing environments has provided unusual versatility and a broad range of transferable skills that I am prepared to leverage for a new opportunity. My resume is attached for your review. I would welcome the chance to speak with you regarding the challenges you face in the area of production maintenance and the insights I offer to minimize downtime and increase output.

You may reach me through the contact information above to schedule an appointment at your convenience. Let's talk soon.

Sincerely,

Craig L. Kennerly

Attachment

JEREMY M. HARTMAN

555.555.4772 • jmhartman9@hotmail.com

April 6, xxxx

Mr. Travis McDermott  
Sr. Vice President of Sales  
Charlotte City Bank  
Charlotte, NC 28205

Dear Mr. McDermott:

Risk management and collections are vital functions for every business that wants to remain viable, particularly in today's challenging economy. These functions are even more critical in the banking industry, because we don't *make* money unless we *lend* money and trust our customers to pay us back.

In progressively responsible assignments emphasizing risk analysis/risk management, lending and collections assignments, I have delivered a constant stream of top results:

- Established a legally compliant risk-management function, engaging outside legal counsel and an asset recovery partner to minimize loss for a bank entering the Cincinnati market.
- Attained an average 1.15% over 60 days in arrears and a default rate of under 1%, month over month on combined consumer loan/sub-prime mortgage portfolios of up to \$84 million over the last 4 years in the banking industry.
- Stimulated interest income on loans by eliminating charges on checking account overdraft protection—delighting customers and my employer.
- Met or exceeded all performance benchmarks to earn "Outstanding Performer" recognition month after month.

If you are an employer that recognizes talent and values performance, then I am eager to discuss your expectations and the strengths I would bring to your risk-management team in an interview at your convenience.

My resume is attached for your review. I welcome your response.

Sincerely,

Jeremy M. Hartman

Attachment

COREY M. LARSON

2116 River Road • Knoxville, TN 37916 • 865.555.9120 • clarson22@yahoo.com

December 8, xxxx

Mr. Robert Hankins  
Vice President of Sales  
HJC, Inc.  
2100 S. 1st Street  
Nashville, TN 37217

Dear Mr. Hankins:

Ability to connect with customers, understand their needs and communicate the bottom-line benefits of the products and services I promote are key factors in the results I achieved for several employers in different industries over the last 13 years. Progressive assignments and proven ability to deliver on increasing sales goals are reflective of my competitive nature as well as my work ethic and results focus.

Beginning with my first position with ConnectOne, I established clear sales leadership among my peers, a statement confirmed by the following results:

- Surpassing every quota for sales leads and revenue growth, by as much as 200%.
- Steadily increasing monthly client billings (currently at \$130,000/month) while setting the standard for new business development among nearly 140 colleagues.
- Achieving consistent double-digit annual growth—more than tripling revenue from \$.6 million to \$1.5 million over 8 years—despite evolving territory boundaries and increasing competition.
- Winning every conceivable sales/marketing campaign and significant Midwest Region recognition in my first professional sales role.

A resume is enclosed for your review. If you are an employer that recognizes value in hiring a proven performer to expand market share, grow revenue and increase profit, then I would welcome an interview to discuss your expectations and the assets I would bring to your sales/marketing team.

Thank you for your consideration. I welcome your interest.

Sincerely,

Corey M. Larson

Enclosure

**RYAN M. FRANKLIN, C.O.T.**  
717.555.9134 • rfranklin@yahoo.com

August 3, xxxx

Mr. Art Francke  
Mitron Medical Instruments  
515 S. Washington Ave.  
Lancaster, PA 17605

Re: Sales Support, Ophthalmology

Dear Mr. Francke:

An intensive background in clinical ophthalmology has prepared me to make a significant contribution in a medical sales support role. The ideal position will offer continuing challenge, professional development and career growth.

I am a conscientious self-starter who is effective in a demanding, fast-paced environment. My expertise covers clinic/practice operations, diagnostic instruments and surgical procedures. Planning, project management and strong team leadership are additional strengths.

This opportunity appears to offer the level of challenge I have sought for some time. I am confident that my background and skill level would allow me to make an immediate, positive contribution to your equipment sales efforts. A resume is attached in support of my application.

Thank you for your consideration; I look forward to meeting with you regarding this opportunity and the strength of my qualifications.

Sincerely,

Ryan M. Franklin, C.O.T.

Attachment