

# SPARK YOUR RESUME

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Today's Date\*

Hiring Manager  
Company Name \*  
City, State \*  
Posting ID#

RE: Position Title\*

Dear Hiring Manager:

In some ways, my career thus far has been very traditional – a BA from XX University, and then progression to the Masters of Business Marketing (pursuing) from XX University. But I have always been a person who gets charged from a challenge, and more importantly, the type of person who doesn't just color outside the lines in efforts to meet those challenges—I want to draw those lines on the page myself.

As a Communications Manager, I see opportunities where others see a void; I see solutions rather than problems. No matter how hard it gets, I persevere, learn and adapt quickly from mistakes along the way. I get excited by and passionate about opportunities to lead businesses to the next level of success. I am currently a Delivery Specialist, who has been tapped for my leadership on several strategic initiatives. Most recently, that has included:

- Designing innovative new products/product features, ***driving incremental revenue.***
- Traveling around the world to hundreds of client sites across 14 countries, ***maximizing customer satisfaction (X%).***
- Creating social media strategies and teamed up with influencers to promote products, ***resulting in \$X worth of sales.***
- Devising high-impact marketing/PR campaigns for new/existing product introductions, ***increasing ROI from \$X to \$X.***

Once a very renowned leader said, "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion." I internalized that philosophy and have carried it with me since to the benefit of my employer. Some additional important lessons I have gained include:

- **Willingness to change is a strength:** I am always conscious and ready to act in better and faster ways of doing things. I am not afraid to make hard decisions when they are required to achieve necessary changes.
- **Never hesitate to execute:** Boldly and confidently—as it is only through execution that results are achieved. I commit and then follow through on that commitment with action.

Over the 4 years, using the lessons I learned, I have galvanized the turnaround and return to my organization's growth and profitability. My expertise lies in promoting the company's services and products, working in close coordination with sales managers and advertising managers, declaring updated information about the company's products and services, analyzing the current trends and contributing in deciding the prices, handling public relation causes and press releases. Now I am ready and eager for my next career challenge.

My résumé will provide additional details regarding my background and qualifications. I would welcome the opportunity for a personal interview to discuss <\*Organization's> top-priority needs and the performance you can expect from me in addressing those needs.

Thank you for your time and consideration, and please do not hesitate to contact me if you have any questions.

Sincerely,

XX

<Enclosure: Resume>