

FNAME LNAME

2104 Linview Circle ✧ Brooklyn, New York 00000
Res 000.000.0000 Cell 000.000.0000 ✧ Fname.Lname@sbcglobal.net

Date

Name of Contact

Title

Company Name

Address

City, State Zip Code

Dear Mr. or Mrs. _____,

Creating high-visibility, hard-hitting, image based marketing campaigns is my passion. With over 25 years of international marketing successes in Consumer Retail, Fashion, Lifestyle Industries and Entertainment promotions, I have developed a keen understanding of consumer trends and can forecast with positive results. I will internally build brands and develop sales through radio, web advertising, promotional campaigns, social media, sponsorships and co-marketing agreements. I will create dynamic marketing collateral through improved web presence, write, produce, direct radio and television, create powerful print media campaigns and negotiate cost effective media buys.

I have attached my resume, highlighting several selected accomplishments...all of which significantly enhanced the Operating Profits for my employers/clients.

- ◆ Through my efforts for Company Furniture, a high-end retailer, I increased consumer loyalty via direct mail, e-commerce, editorial mention, broadcast, store visuals, special events and sponsorships resulting in increases in annual in-store and Internet sales.
- ◆ As Vice President of Advertising and Marketing for the Noname Companies, the licensee of 10 high profile international designers including Ralph Lauren and Perry Ellis, I created/directed an in-house ad agency that produced award winning campaigns resulting in revenues increasing from \$85 million to \$166 million during my seven year tenure.
- ◆ As a consultant, I streamlined the merchandise and design flow for numerous upscale women's and men's stores including Las Olas Bootery and La Boutique in Fort Lauderdale, reinvigorated the corporate image for Cardinal of Canada, Ltd., (luxury overcoats) and researched/redesigned the New York City flagship store for Bally's Shoes.
- ◆ Additionally, I have been frequently retained by the Entertainment industry to build brand loyalties, promote artist development and conduct concert/album promotions. My efforts consistently resulted in increased sales, increased artist/name recognition and expanded market penetration.

I have been characterized by others as creative, inspiring, empowering and forward-thinking. My forte is developing new ideas, capturing new opportunities, negotiating new alliances, and building flexible organizations that are able to quickly respond to constantly changing market demands and economic conditions. Most notably, through my strong communication and interpersonal skills, I am able to build consensus across multiple organizations to achieve common goals.

I would like to meet with you to discuss adding value to your firm as I have done for my employers/clients. I'll contact you in the near future to arrange such a meeting.

Sincerely,

Fname Lname

Enclosure(s)