

Fake Jake

Ephraim, UT 84627

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John Smith, Manager
Super Store Corporation
123 Main Street
Ephraim, Utah 84627

Dear Mr. Smith,

Your advertisement for an assistant product manager, appearing on the employment section on your company's website, immediately caught my attention because my education closely parallels your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products that Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Super Store Corporation demands in a product manager. Moreover, my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

After you have examined the enclosed resume for details of my qualifications, I would be happy to answer questions. Please call me at 999-999-9999 to arrange an interview at your convenience so that we may discuss how my marketing experience, computer training, and interpersonal skills will contribute to Super Store Corporation.

Sincerely

Fake Jake

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Enclosures: Resume and Writing Samples