

Resumagic.com: Broadcast or "Cold" Cover Letter Sample

John Smith

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October 15, 2001

Mr. Jack Wilson, President
Acme Company
123 Elm Street
Anytown, ST 12345

Dear Mr. Wilson:

I am impressed by your company's reputation, management, and products, and would like to explore the possibilities of joining your staff, preferably in the position of senior project manager.

As outlined on the attached résumé, I have been self-employed for the past 16 months doing independent consulting and e-commerce development. I have six years previous experience at Acme Industries where I gained considerable experience managing teams of developers ranging from 5 to 42 on projects for both Fortune 500 companies as well as dot com startups. I also have experience in managing P&L, developing operations methodology, and implementing plans for both the long-term strategic vision for clients as well as that of my employers.

My most recent experience has been in working with www.nameofwebsite.com, an online retailer of automotive parts. This site is currently receiving 13 to 15k unique visitors per day and has orders of approximately 60 per day. I've managed to increase the overall speed of the site enhancing the customer conversion rate three-fold in the past 12 months. I have been responsible for the development of all aspects of the site including a 35 gigabyte SQL 7.0 database and the Cold Fusion custom-built e-commerce engine. Other retail sites I have been involved with include Martha Stewart, ADIDAS, Royal Caribbean Cruise Lines, Yahoo and C/net.

I'm confident you'll agree that my unique qualifications would be a good fit for your company. I would be happy to meet with you at your convenience and provide greater insight into my capabilities. I will call you to see if we might get together. In the meantime, many thanks for your time and consideration.

Sincerely,

JOHN SMITH

John Smith

attachment