

Resumagic.com: Cover Letter in Response to a Classified Ad

Advertisement: "Marketing/Communications Manager Enterprise Software Firm. Awesome opportunity for challenge and growth; seeking someone to spearhead development of all marketing and communications programs and materials. This is a "role up your sleeves" and "hands-on" job NOT suited for someone who just wants to sit back and manage a PR firm's efforts! Must be able to work closely with the executive team, you'll be the go to person responsible for all planning, development, quality assurance and production for the company's printed materials, corporate collateral web presence and branding. The successful candidate will have had three plus years experience within the hi-tech industry with specific experience in a marketing communications role within a software product firm. Looking for the creative type with a can do attitude who can take charge of our client's positioning in the market place and assist in making them the top player in their technology niche. You must possess exemplary strategic and messaging development skills, outstanding attention to detail, phenomenal writing and editorial skills. An enthusiastic and entrepreneurial attitude; experience in product marketing at a software company highly desired, working knowledge of HTML, MS Word, Excel, PowerPoint and Photoshop needed; BA or BS in marketing or communications; MBA desired."

Jane Smith

1111 First Street • Anytown, ST 00000 • 123-456-7890 • jane_smith@email.com

July 21, 2003

Ms. Sally Johnson
HR Director
XYZ Corporation
sally_johnson@xyzcorporation.com

Dear Ms. Johnson:

I was fascinated by your advertisement at HotJobs.com as I believe I am a good match for the Marketing Communications Manager position (Job No. XB57832). Below you will find my qualifications matched with your requirements:

1. Enthusiastic and entrepreneurial attitude. I have been an enthusiastic entrepreneur for many years, building several small businesses from scratch to successful going concerns. I consistently improved revenues and my customer base, and each of my businesses remained profitable for a respectable number of years until they were sold or merged with other businesses. I am accustomed to working on my own with little direction and have developed the self-discipline necessary to, as your ad reads, "role up my sleeves" and accept "hands-on responsibility" for the job.

2. Experience developing print and Internet marketing campaigns. Although my official job title has never been "Marketing Communications Manager", during my twenty years as a business manager, a big part of my job has always been overseeing the marketing aspect of the business. In such capacity, I have been the one responsible for the company's branding, although I hardly considered it a chore as I discovered early on that I love marketing and seem to have a natural affinity for it. I have created and designed the printed materials, including brochures, sell sheets, data sheets and such for four separate businesses, and designed and maintained two business websites (www.nameofwebsite1.com and www.nameofwebsite2.com) that positively impacted profits.

I also have experience developing websites and print materials for clients as well as managing their marketing campaigns. The company I co-founded, Nameofwebsite.com, specializes in creating print and Internet marketing campaigns for small business clients. I created a website, banner advertising, and an email campaign that achieved a "Top 5" ranking for one client. I also designed and created a variety of brochures for a high-tech corporation specializing in software and computer security system consulting services that were successful. I believe I could do the same for your company.

3. BS or BA in marketing; MBA preferred. I am currently working on earning an MBA in Marketing at Acme College. I expect to complete this degree in early 2005. I have also taken numerous marketing-related writing courses and plan to earn a BA in English in the near future.

4. Computer literate. I am familiar with most hardware and operating systems and am proficient in many business software applications and productivity tools as outlined on the enclosed résumé. I have worked extensively with HTML, Microsoft Word, Excel, PowerPoint and PhotoShop and consider myself highly proficient with these applications.

I believe I have the skills and abilities to do an excellent job marketing your software product. I would appreciate an opportunity to interview for the position where I could discuss my ideas in more detail. I have attached a résumé, which details my specific accomplishments. Thank you for your time and consideration and I hope to be hearing from you in the near future.

Sincerely,

Jane Smith

enclosure