

LAUREN WRIGHT, MA. ECONOMICS

234 Sunny Avenue, Vancouver BC A1A 1A1 | laurenwright@gmail.com | (604) 555-1212

Director of Product Marketing

June 20, 2011

Sharon Alexandra
Vice President of Marketing
Large Telecommunications Company
123 Avenue Road
Vancouver BC, A2A 2A2

Re: Director of Product Marketing

Dear Ms. Alexandra,

Consumers are using technology to change the way they shop. They use barcode readers to check pricing at competitors; they ignore in-store merchandising and check reviews on their smart phones before making a purchase. Adding iphone and tablet campaigns where it clearly meets the customer's expectations and improves their engagement are but a few of the ways I improve customer retention. As a Director of Product Marketing, I have consistently designed initiatives that capture market share and secure long-term growth for one of America's market leaders.

My extensive analytical experience measuring process, rewarding quality, and streamlining programs, makes me ideally suited for the position of Director of Product Marketing with Large Telecommunications Company.

My ability to conceptualize, analyze, and problem solve, allows me to plan for opportunities that improve retention and increase profitability. I enhance profits, maximize revenues, and minimize costs through loyalty programs that shift sales to higher-margin products.

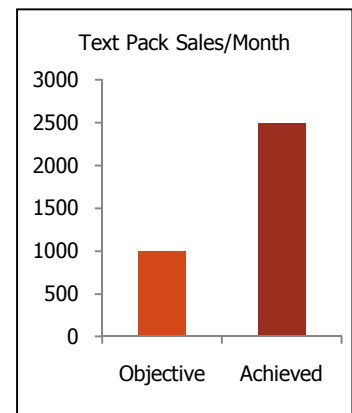
Some of my recent sales accomplishments include:

- Turning around TV retention budgets that ended the year 5 basis-points (15.5K subscribers) better than budget.
- Navigating \$10M project to launch loyalty programs that produced results despite operational and technical challenges.
- Doubling text market penetration, introducing event based marketing, and tripling take-up on new text messages.
- Delivering results 30 basis-points better than budget and expanded revenue to earn 101% of target.

Offering extensive knowledge of the American consumer, expertise across marketing functions including pricing & promotion, product marketing, customer relationship management and loyalty, I submit my résumé for your perusal. I welcome the opportunity to meet with you in person to learn more about this exciting Director of Product Marketing position and to discuss in further detail how my leadership, sales, and business expertise will be beneficial to Large Telecommunications Company.

Sincerely,

Lauren Wright, MA. Economics
Enclosed: Résumé



TORI STRATEGY – COVER LETTER

Lauren had difficulty articulating her tremendous skill set and abilities even though she was clearly a leader in her field. We chose colors for her documents that reflected her preference and that brought attention to this impressive professional.

In the opening line of the letter, we identified that she was a leading product marketing manager who was clearly in touch with today's savviest consumer.

Featuring a graph in her cover letter, helped readers visualize the outstanding results Lauren had produced, and left them with the sense she would implement the same incredible results with their organization.