

# MELISSA CHURCHILL

*Influential ... Persuasive ... Dedicated*



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*My "clear voice" aligns with high ethical standards and cultures that value honesty, integrity, and a transparency in all that they do.*

## *This is Melissa Churchill ... telling my story ...*

A ten-year broadcast journalism background coupled with a dedication to philanthropic endeavors has led to a unique level of experience easily transferred to your industry. Realizing my capabilities can be fully challenged in a sales capacity, **it is with great interest that I submit a résumé for a Pharmaceutical Sales position in your organization.**

**Working as a TV Reporter and News Anchor**, I am responsible for building trust and respect to "sell" myself, the station, and news stories on a daily basis. Often, I am able to **persuade** reluctant individuals to provide not only facts, but also interviews. My career has provided numerous opportunities to communicate with hundreds of diverse individuals such as doctors, nurses, medical professionals; philanthropic committee members; and city and state powers.

## *Immediate Value Offered*

- ❑ Maintain **dignity and presence** while delivering information to people using a "clear voice"—one that has led to becoming one of the most trusted journalists in the community and has gained the respect of countless individuals—key for exclusive information exchange.

*Ohio Associated Press **Best Reporter**, 2006*

***Best Reporter**, Honorable Mention (first year in the city), 2005*

***Favorite TV Anchor**, voted by the Central Ohio Franklin Journal readers, 2003*

- ❑ **Showcase the ability to become an "expert" on something new every day**—a skill that transfers to learning and disseminating information on new products that address medical needs and provide a 'higher quality of life' for users. "Making a difference" is a personal goal evidenced by the following:

***Hope Alliance Media Leadership Award**, 2007*

*Awarded to one member of the media who produced impacting stories relating to domestic violence issues in the community*

***Susan G. Komen — Public Relations Chair**, 2003-2005*

***Susan G. Komen Local Television Media Award**, 2002*

Because *proven skills* are best explained in person, I look forward to discussing where your personnel needs and my qualifications intersect. Please call (513) 555-2211 or contact melissachurchill@hotmail.com to arrange an interview. I am confident you will find me energetic, adaptable, and 100% capable of meeting your sales objectives. Thank you for your consideration.

Sincerely,

Melissa Churchill

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## Strategy for Cover Letter (... telling my story)

Melissa wanted a cover letter to accompany her résumé that she could simply *hand off* to her network ... hence, no mailing address on the letter.

The strategy was to position her as a person who could grasp (uncover) knowledge (news stories) quickly, analyze / synthesize them, then report with a professional “clear voice.” In order to be a successful sales individual, trust and respect must be gained to have benefit between both parties. Melissa gained the trust and respect of her colleagues and audience demonstrated by numerous local awards; therefore, a vital transferable skill as a Pharm rep.

Melissa also had hundreds of hours in community service through Susan G. Komen (where she won numerous awards for her dedication), plus she connected on a daily basis with medical clientele to produce a couple of TV series on health-related issues.

The letter has a personal / creative touch, as opposed to a normal “business letter” by positioning it as a story. As a news reporter, Melissa gained the trust of her audience by telling “truthful” stories. When working in pharm sales, it is critical to adhere to strict policies, procedures, and regulations ... and pharmaceutical companies must be on the “up and up” with everything they do ... the reason for the reference in the cover letter branding statement ...

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