**Roy Kelly**

**[Street Address] ⬩ New York, NY 55900 ⬩ CELL: 555-555-55555 ⬩ [ Email Address]**

**Today’s date**

Mr. Jonathan Long, Hiring Manager

Company name

Address, City, State, zip

Re: Brand Manager, Advertised in Marketing Maze

Dear Jonathan Long,

I was very interested to see your ad for a brand manager in this week’s Marketing Maze and would like to bring my attached resume to your attention.

After earning my MBA, with a major in Marketing, from the University of Central Florida, I spent a fruitful 12 years initiating marketing campaigns, branding products which became extremely popular, and creating trends in sporting goods and pre-teen fashions.

My experience in branding starts with first analyzing the market to determine which products are already securely ensconced, where opportunities lie for new products to make inroads and ultimately carve out a niche for themselves, and which audience should be targeted as the prime consumer base.

My responsibilities have included: leading public relations media blitzes, sales events, and advertising pitches for the new products our company periodically unveiled.   
I determine which strategies will be the most efficient to utilize and carefully evaluate the impact of our branding to achieve optimum results.

I would like to put my rich experience to work for the benefit of your company, and to that end I respectfully ask for a face to face meeting so I can hear which direction your company would like to embark upon and offer ideas of how to get there quickly, and even further.

Sincerely yours,

Roy Kelly