

GRETCHEN SCOTT

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Ms. Susan Shine
Managing Director
Shining Star Limited
555 Clark Street
Fredonia, NY 14063

Dear Ms. Shine,

If Shining Star Limited is searching for an **executive-level marketing expert** with the intuition and knowledge necessary to deliver ground-breaking branding initiatives for global Fortune 50/100/500 companies—*I am the perfect candidate*. You will find that my highly respected leadership approach inspires teams to produce unprecedented results. As Dale Carnegie once said, *"The person who gets the farthest is generally the one who is willing to do and dare."* I believe in taking calculated and strategic risks to achieve the greatest return on investment (ROI), while focusing on the needs and integrity of the organization.

By uncovering growth and improvement opportunities, I have streamlined functional areas, creating efficient, strategically-centered marketing operations. It is through this skill that I am able to ensure the marketplace receives the greatest value, while simultaneously achieving exponential revenue growth. This level of executive oversight has been demonstrated as **Vice President of Marketing for Cross Functional Resources (CFR), Inc.**, which is a \$7 million company with an international reach.

Through my guidance, teams of marketing executives, advertising consultants, and creative staff have produced best-in-class client service and marketing campaigns for industry leaders. My career is highlighted by my expansive knowledge and accomplishments. From 2008 to 2010, I tripled market share, secured three major clients, launched a multimillion-dollar brand, and reduced payroll by 25%. I have been recognized in the industry for my unyielding pursuit of excellence for my employer, staff, and clients. I am now poised to move into a new position, where I will make a major impact on marketing strategies.

The accompanying résumé will provide a brief overview of my career and just a sampling of my accomplishments. I look forward to the opportunity to speak with you to discuss my qualifications and set up a time to for an interview. Thank you for your time and consideration. Given the opportunity, I am confident I will exceed all of your expectations.

Best regards,

Gretchen Scott