

Anna Smith
5555 Anywhere Road
Anywhere City, Anywhere State 11111

Date

Name
Title
Company Name
Address
City, State Zip

Dear Ms. _____:

I am writing to express my strong interest in the Account Representative position with XYZ Company. My background is in marketing and public relations, with emphasis on market research and trends. Currently I am Assistant Account Representative with BAB, Inc., a public relations firm focusing on non-profit organizations. I became interested in XYZ Company after reading about the creativity and cutting-edge technology there in *Adweek* magazine.

Most recently, I aided in the development of a multi-million dollar campaign for a major non-profit research institute. I participated in all areas of the project's development from research, branding and advertising, to event planning and project management. The campaign raised more than \$2 million dollars for the organization. The advertising portion of the campaign, which I worked on, was featured in *Adweek*.

I have implemented three new campaigns since starting at BAB, Inc., which have been noted by the CEO of the company and increased community awareness by 56%. I am driven in my quest to promote services based on research and innovative ideas.

I look forward to meeting with you in person to discuss a position with XYZ. I can be reached at (555) 555-5555 or abc@abc.com.

Sincerely,

Candidate's Name

Enclosure: Resume