

# Sam Goody

Vice President, Marketing

To whom it may concern,

I am currently interested in obtaining a job position that will make good use of my marketing and communication skills. I believe that my enclosed resume will demonstrate that I have the characteristics and experience that would benefit any organization. In addition, I'd like to mention how my work experience makes me a particularly strong job candidate.

As a previous VP of a results-oriented branding and marketing firm, I have 15 years experience that gives me the ability to effectively work with clients, staff members, and vendors. I have honed my skills as a leader as well as developed skills as a project and operations manager. I possess a strong background in market research, including the development of custom methodologies for conducting online studies that delve into buying habits and product preferences of consumers.

My skills include, but are not limited to, an expert knowledge in all aspects of the marketing, creative and business process. I possess fluent skills in allocating resources based on project requirements, working with and overseeing project teams, overseeing vendor coordination, creating and implementing marketing strategies, and conducting marketing research using various tools.

I would welcome the opportunity to discuss these and other qualifications with you. I can be contacted at 801.555.5555. I can also be contacted via email at [sam.goody@email.com](mailto:sam.goody@email.com). I look forward to meeting with you to discuss the ways that my skills may best serve your organization.

Sincerely,

Sam Goody

# SAM J. GOODY

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*“Sam is an extremely talented and dynamic executive with business skills spanning across many mediums. He is an exceptional leader who is results oriented, capable of achieving success in many different industries”*

–Sr. Vice President

*“Sam is one of those individuals who has a great talent for looking past the here and now and seeing where an action will take an organization in the future. I would recommend Sam to any organization that is looking for someone to move them into a higher profit margin, a stronger market share, and inspire others to give more than they think they are capable of giving.”*

–VP Operations

Dear Hiring Manager,

As an Executive Vice President, I have more than 17 years experience as a trailblazer and innovator. My success lies in the ability to lead organizations through processes such as brand enhancement, market share increases, and top/bottom-line revenue improvements.

Throughout my professional career, I have facilitated the planning, development, and implementation of marketing, operations and sales programs to strengthen and accelerate business growth. When I was previously recruited to lead a marketing and communications organization through a period of rapid growth and expansion, I achieved revenue increases of 400% and sales increases of 800%. As a member of senior leadership teams, I have a direct influence on these types of results.

My ability to build and lead cross-functional teams of analysts, creative design, marketing, sales, technology, operations, and management personnel has been critical to company successes. Clients including Cessna, Gold's Gym, Logitech, Princess Cruise Lines, Nu Skin, and Sunkist have benefited from my expertise.

Now I would like to bring this strategic, tactical, and creative leadership to your company. I can be contacted by phone at 801.555.5555 or by email at [sam.goody@email.com](mailto:sam.goody@email.com). I look forward to scheduling a personal interview at your earliest convenience to discuss how my skills may best serve your organization.

Sincerely,

Sam Goody

Enclosure: Resume