

Susie M. Smith  
237 East 40th Street  
Ogden, UT, 84408

Mr. Robert L. Gamrath  
Executive Vice President  
Amoco Oil Corporation  
268 Lakeshore Drive  
Chicago IL 60901

Dear Mr. Gamrath:

I was delighted to see your recruitment notice in the Career Services Center at Weber State University. Your description of the Director of Marketing position fascinated me, because I saw in it a reflection of my education background, experience and goals. I believe that I would be an asset to your company.

I will complete my baccalaureate degree requirements with a major in technical sales this December 2001. My education has provided me with solid academic grounding in marketing. I have also developed excellent verbal and written communication skills and can program in COBOL, Ada, and regularly use Lotus 1-2-3. As part of my degree requirements, I participated in a three month sales internship at the Equitable. During my internship, I completed a comprehensive target market research project by profiling potential industrial and professional markets. To do so, I interviewed industry leaders and researched economic reports.

To finance 100 percent of my educational expenses, I also work part time in regional sales for Walter Cribbin Specialty Advertising Products. I have increased sales more than 75 percent and netted over one million dollars in profits over three years. I have successfully researched the commodity market, have been responsible for major budget projections, and several times have been commended for innovative ideas and follow-through in designing distribution objectives.

Enclosed is my resume for your review. I am interested in learning more about this position and meeting with you for a personal interview. I will call your office next week to find out when you expect to be setting up interviews. If you have questions regarding my credentials, please call me at (801) 626-1234 after 5:00 p.m. Mountain Standard Time.

I thank you for your consideration and look forward to meeting with you personally.

Sincerely,  
Susie M. Smith

Enclosure: resume