



## MARKETING/COVER LETTER TEMPLATE

**The purpose of the marketing letter is to point out your value beyond what is written and sometimes buried in your resume. It's going to be customized for a particular position and sent with an online job application or to a person in your network that will CHAMPION for you in his/her company.**

**What's a CHAMPION? If you have business relationships with professionals that will make sure your resume gets seen by hiring managers in their company, or to decision makers in their network, they will be your ambassador.**

*Networking will be an opportunity for you to be a mutual resource for that individual!*

### **I. If you're applying online to a specific role, then...**

1. From the job description, highlight key words that address qualifications for the position.
2. Identify 3 ways and examples of your achievements that mirror what their looking for. Then, provide an example (that can also be in your resume).
3. Adjust the summary in your resume to integrate key requirements.
4. Look for and communicate with individuals at the company to connect with followed by a conversation.

**II. If your CHAMPION will distribute your resume to their network, preferably hiring managers, then your marketing letter will be designed to promote your greatest strengths that offer the most value for the position you're seeking.**

**Create a marketing cover letter from this template (try to keep it to ¾ or within 1 page).**

### **MARKETING/COVER LETTER:**

To the (individual poster, company name/recruiter name) Team,

*State what you align with regarding their value and mission (what attracted you to apply?):*  
I'm excited to put my name in for the role of **Executive Assistant to the General Counsel at X.**

I'm an X with over Y years of first-hand experience managing logistics, complex deliverables, scheduling meetings, events and travel for busy calendars that belong to executives and teams. I pay extreme attention to detail and as a result, create successful outcomes for executives, clients & partners such as X.

In reference to your needs for this position, below are a few ways I can take a leadership role & contribute to the company:



***This is where you identify their key requirements, how you qualify and an example that demonstrates how you have done this in the past with a positive outcome. Provide 2-3 examples showing a quantitative (using \$, #, %) or qualitative result/outcome they can relate to:***

- ***You're seeking a detail oriented professional that is responsive and flexible while coordinating schedules, logistics, agendas and content for meetings, conferences, and special events.*** As an X for 10 executive partners and 5 teams, my planning, project management and execution of the annual Bay Area market meetings include finding and negotiating for the right venue, overseeing extensive contact lists and maintaining internal records while also synchronizing events and calendars. My efforts have provided operational support to strengthen the organizational brand for partners and their markets and I'm known for being the single point of contact that gets the job done right.

- ***Example 2: They want you to: Organize visits for external guests. Act as the face of the company and ensure guests are treated with the utmost hospitality.***

State how you pay extreme attention to detail and have cultivated relationships with those you support company-wide as well as with clients and guests. This led to referrals and customer retention that can be measured in \$.

- ***Example 3 They want you to: In partnership with the Chief of Staff, manage the completion of Legal and Security team deliverables, via internal communications and distribution of deliverables.***

State how you were selected to fill a leadership role for all office communication by the Managing Partner to handle anything related to office and western region. You respect confidentiality and are trusted with sensitive information.

Thank you for this opportunity. I have the robust background and look forward to learning more about this opportunity & demonstrate how my unique skill-set will benefit X.

Signature, contact info