

Name1 Name2
Address 1
Address 2

May 21, 2012

Wellesley College
Re: Marketing Manager Position

Dear Hiring Manager,

I am delighted to submit my resume for the Marketing Manager position at Wellesley College. Wellesley College has a high regard for independent thinkers, committed and talented women, and I know I can mobilize students to raise funds that will help Wellesley continue to educate such women.

As you will see from my resume, I have the marketing, project management and fundraising experience that this position calls for. In both my paid and volunteer experience, I have planned and managed diverse projects, especially marketing communications. I know I can easily manage students, given my experience supervising vendors and working with clients, as well as having been actively involved in my children's school and sport activities when they were young.

My marketing experience spans years at Burger King, preparing promotional communications for regional franchisees, and my recent work at The Longitude Dial. One of my early roles was to supervise the production of a color catalogue of the Longitude Dials to distribute to potential clients. In addition to marketing, I handled the many areas involved in producing a high-precision, unique sundial at The Longitude Dial. I am familiar with the print production process, and look forward to using my skills for Wellesley's fundraising program.

Fundraising is a natural extension of marketing, and I have actively participated in capital campaigns for two private schools. I understand the invaluable role that fundraising plays in education, and want to be part of Wellesley's efforts.

In all my work, I used skills including excellent attention to detail, good communications skills and establishing strong relationships with outside suppliers - the same skills I see you require for an effective Marketing Manager. I am very comfortable managing all facets of a project, from developing a timeline to meeting specific goals within budget, in an accurate and timely manner.

As the Marketing Manager of the student phone calling program, I would rely on these valuable skills to develop and contribute to the program's goals. I'm excited about managing such a combination of direct response fundraising methods. And working at Wellesley would be a fantastic opportunity for me to further the education of women leaders.

I've seen the value of a great education in my life and that of my peers, and would be honored to contribute to the highest caliber of women's education at Wellesley.

I welcome the opportunity to discuss my enthusiasm and qualifications for the Marketing Manager position at Wellesley College. You can reach me at 123-456-7890 and name1name2@email.com.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Name1 Name2