

CHARLES T. FLYER

One University Parkway, Unit 270, Romeoville, IL 60446 • 815.836.5282 • charlestflyer@lewisu.edu

March 30, 20XX

Mr. Carlos Jackson, Director of Human Resources
Premier Marketing Services, Inc.
Division of Creative Services
123 S. Augustine Rd.
Chicago, IL 60615

Dear Mr. Jackson:

Using my creativity to help companies promote products/services and increase sales is my top career goal. I believe that I am prepared to assist Premier Marketing Services in achieving this. I kindly request that you consider me for your Assistant Creative Marketing Associate vacancy which I saw listed on your Web site. I am especially interested in working at Premier Marketing Services because of your longstanding commitment to incorporating creativity and integrity in completing all projects. I am also interested in contributing to your new international marketing initiatives. I will be graduating this May with a Bachelor of Science in Marketing from Lewis University and will be available to start full time employment after May 15th. I have enclosed my resume for your consideration.

Currently, I am employed part-time as a student employee in the Marketing and Communications Department at Lewis University. This has given me first-hand exposure to working directly with a variety of customers, each presenting unique needs. I have been given the opportunity to assist the marketing staff with creative projects such as preparing brochures for multiple departments in a consistent design format and editing Web site content for the Admissions Office to attract prospective new students. In this position, I consistently demonstrate the ability to work independently as well as collaboratively with the team. I have developed excellent customer service skills, including the ability to listen carefully to the unique requests of the customers.

My curriculum has included specialized courses in Advertising, Public Relations, and International Marketing. In my Advertising class, we were required to create an advertising campaign for a local business as a class project. I created a campaign for a local sports memorabilia store. My project earned an "A" and the local store is still using the marketing strategies and promotional materials that I created. While working part-time and going to school full-time, I have also been a member of the Lewis University Baseball Team. I have maintained a 3.4 GPA and made the Dean's List for five semesters. As you can see, I am able to balance a heavy work load, budget my time, and produce quality work.

I hope that you will find my education and experience an appropriate match for this position. I would welcome the opportunity to meet with you to further discuss my qualifications. I am best reached at 815.836.5282. Thank you for considering me for this opportunity in your Division of Creative Services. I look forward to hearing from you.

Sincerely,

Charles T. Flyer

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