

Mr. Ernest Chapman
Vice President for Marketing
Cargon & Fuller, Inc.
280 Apple Street
New Orleans, LA 70130

Dear Mr. Chapman:

I enclose my résumé in response to your September 1st listing in the Times-Picayune for a Marketing Trainee. I believe my educational background and acquired skills in marketing would be an asset to your company.

The position interests me for several reasons. During the past three years with Elmwood Fitness Center, I was responsible for marketing and promoting the features of the health club to an average of 50 potential clients per day. I was able to convert at least 60% of those to members with an estimated \$1800 in new revenue to Elmwood every month. I also assisted in marketing new services to existing members along with my other duties. I am currently a student at the University of New Orleans and will be graduating December 2004 with a Bachelor's of Science degree in Marketing with a minor in Management. I am a member of our student chapter of American Marketing Association and have been exposed to professionals in the field by way of the organization. Most notably, I was able to complete an internship with Louisiana Coca-Cola Bottling after meeting a representative from Coca-Cola who spoke at our meeting. My internship allowed me to work with Product Managers and Account Representatives while learning the importance of marketing support for new products and continuing product development.

Thank you for taking the time to review my attached/enclosed resume. I am confident that my client development and marketing experience at the Elmwood Fitness Center and my internship at Louisiana Coca-Cola Bottling have prepared me for the challenges associated with the Marketing Trainee position available at Cargon & Fuller, Inc. Additionally, I have a minor in management and have held many positions while in school that allowed me to gain valuable management skills. Most notably, I worked as a Front Desk coordinator with the Marriott Corporation. In that role I was able to manage a team of three co-workers as we provided outstanding end-client customer service.

I hope that we can meet soon to discuss your opportunity. Since I am still taking classes, I can be reached at (504) 280-6225 after 2 p.m. or you may leave a confidential voice-message for me there. I hope to hear from you soon.

Sincerely,

John Doe
123 Anywhere St
New Orleans, LA 70148
(504) 280-6225
unostudent@uno.edu