
Lisa M. Roberts

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December 5, 20XX

Mr. Brian Shrack, Executive Coordinator
ABC Corporation
555 North Farwell Street
Eau Claire, WI 54702

Dear Mr. Shrack:

Please accept this cover letter and resume as an application for ABC Corporation's Marketing Coordinator position. In my current position, I assist local organizations with finding talented employees. I believe there is a strong parallel between my goal and ABC's goal of facilitating the growth of job opportunities in the Eau Claire area. My experience and educational background make me an excellent candidate for this opportunity.

While working as an event coordinator for the past three years, I developed marketing plans and managed event details for 12 large and small-scale events annually. Utilizing Adobe Creative Suite and web design programs, I created both electronic and print promotional materials for websites, newspapers, and local publications. I have also written and distributed press releases and event invitations, as well as participated in newspaper, radio, and campus television interviews. In order to achieve these goals, I supervise two interns who assist in designing promotional pieces. We meet bi-weekly to track progress, plan future priorities, and tackle any urgent tasks that arise. Supervising interns is something I enjoy because of the excitement they bring to each project, and I would be honored to supervise employees in the Marketing Coordinator position.

In addition to my experience as an event coordinator, I received a Bachelor's degree from the University of Wisconsin-River Falls in Marketing Communications. Through my academic program, I learned about effective marketing techniques, utilized applicable technology including social media and Adobe Creative Suite, and created a marketing plan for a local employer that was implemented.

Managing and implementing all aspects of marketing is a true passion of mine, and I am excited for this potential opportunity with ABC Corporation. I look forward to speaking with you personally about my qualifications. Thank you for your time and consideration.

Sincerely,

Lisa M. Roberts