

June 21, 2013

Mark Haverford  
Director of HR, 23 Skidoo  
376 Roosevelt Ave.  
Triumph, CA 93572

Dear Mr. Haverford,

My name is Katherine Williams, and I am writing to apply for the position of Marketing Director posted to your website on June 19.

With 6 years of professional marketing experience, I believe I would be a perfect fit for this position. I graduated with a Bachelor's in Marketing from Douglas University in 2004 and went on to earn an MBA from Northwestern in 2006. Since graduating, I have worked in the marketing departments of many popular retailers, including Kara's, 74th Street, and Green Light. My most recent position, as the head of Green Light's marketing team, gave me a great deal of experience that I feel would directly benefit 23 Skidoo. I was charged with completely overhauling the Green Light social media strategy, and my innovations, combined with the new ad strategies I implemented, increased sales by over 200%. I built relationships with many designers and trendsetters while I was at Green Light, and while I loved my time there and will greatly value the skills I learned, I feel it's time to embark on a new adventure. 23 Skidoo has been on my radar for quite a while, and when I saw this job posted, I knew it was the perfect fit.

If you would like to discuss my qualifications further, please don't hesitate to call me at (478) 555-0198. I can also be reached by email at [katherine.williams@email.com](mailto:katherine.williams@email.com). Feel free to check out my social networks as well. I maintain an active presence on each of my personal ones, and the work listings will give you an idea of what I've done at my past companies.

*Personal:*

<https://www.facebook.com/katherine.katie.williams>  
<https://twitter.com/katherinewilliams>  
<https://instagram.com/willkat>

*Work:*

<https://www.gogreenlight.com>  
<https://www.facebook.com/GoGreenLight>  
<https://www.shop74thstreet.com>  
<https://www.facebook.com/Shop74thStreet>

Sincerely,

Katherine Williams