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| Letter of Introduction for Employment |

**Hiring Manager**

**Xoso Company**

**New York**

**Dear Hiring Manager**

The job listing, posted on LinkedIn, for a Market Research Analyst at PepsiCo caught my attention. In my current role as an Assistant Market Research Analyst I help to provide actionable business recommendations to top management. With my analytic mind, technical proficiency and attention to detail, I believe I am ready to take on this challenging position and I am excited about the complexity of the role being offered.

In my current role I have been involved in all aspects of market research, including identifying objectives, designing methodology, creating questionnaires, implementing and analyzing research and reporting results. I have learned how to optimize reporting and to shift the focus of a team towards projects that offered actionable insights.

I have also dealt with a variety of products like those offered at PepsiCo, with several data sources and distribution channels. I understand how important it is to make analytics business oriented and actionable within a large company.

I have an understanding of the importance of maintaining proper documentation and following protocols. The realization that good analytics in the key for growth pushes me to offer accurate results to enable decision-making that is data driven. I am a fanatic for details – particularly when it comes to reports and will make sure that every detail is accurate and well-presented. I also have the communication skills necessary to make sure that I present the results of my research in the best possible way to colleagues and clients. My priority is to ensure that the insights offered by analytics drive increased visibility, profits and more for the company.

I have always also learned the importance of maintaining professional relationships and have not only built good relationships with colleagues but also have a wide network of contacts I can reach out to at any time. I have also had the opportunity to learn from some of the best managers and always appreciate constructive feedback.

I started off in my career by participating in some strategic projects and that experience enabled me to begin running my own teams and projects. I have no illusions about the challenges faced by a Market Research Analyst and sometimes you’re the person who must convey information that may not be so easy to accept. However, it is also a great advantage to be in a position where you can offer more insight and understanding into how to drive the best possible results.

My adaptability and flexibility have been essential in advancing my career and I believe these character traits will always assist me to handle any challenges and deliver solid results for the company.

My resume is attached, and I appreciate your consideration of my application for the position of Market Research Analyst. I look forward to hearing from you so we can discuss more about how my skills and strengths can be of value.

Kind regards,

Emily Spencer
Assistant Market Research Analyst