

## James Bond

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June 20, 2016

Sharon Alexandra  
Vice President of Marketing  
Large Telecommunications Company  
123 Avenue Road  
Vancouver BC, A2A

### **Re: Director of Product Marketing**

Dear Ms. Alexandra:

Consumers are using technology to change the way they shop. They use barcode readers to check pricing at competitors; they ignore in-store merchandising and check reviews on their smart phones before making a purchase. Adding iPhone and tablet campaigns where it clearly meets the customer's expectations and improves their engagement are but a few of the ways I improve customer retention. As a Director of Product Marketing, I have consistently designed initiatives that capture market share and secure long-term growth for one of America's market leaders.

My extensive analytical experience measuring process, rewarding quality, and streamlining programs, makes me ideally suited for the position of Director of Product Marketing with Large Telecommunications Company.

My ability to conceptualize, analyze, and problem solve, allows me to plan for opportunities that improve retention and increase profitability. I enhance profits, maximize revenues, and minimize costs through loyalty programs that shift sales to higher-margin products.

Some of my recent sales accomplishments include:

- Turning around TV retention budgets that ended the year 5 basis-points (15.5K subscribers) better than budget.
- Navigating \$10M project to launch loyalty programs that produced results despite operational and technical challenges.
- Doubling text market penetration, introducing event based marketing, and tripling take-up on new test messages.
- Delivering results 30 basis-points better than budget and expanded revenue to earn 101% of target.

Offering extensive knowledge of the American consumer, expertise across marketing functions including pricing & promotion, product marketing, customer relationship management and loyalty, I submit my résumé for your perusal. I welcome the opportunity to meet with you in person to learn more about this exciting Director of Product Marketing position and to discuss in further detail how my leadership, sales, and business expertise will be beneficial to Large Telecommunications Company.

Sincerely,

James Bond

**JAMES BOND**

MARIA DE MOLINA 11, 28020 MADRID  
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April 26, 2016

Amadeus  
Madrid, Spain

**Re: Position Opening – REF M5.2522 TRAINEE in Group Learning (Corporate HR)**

Dear Hiring Manager:

As a fast-learning professional with the experience and strong motivation to excel in the HR field, I am applying for the Trainee in Group Learning (Corporate HR) position you are currently advertising on the Amadeus website. My ability to work with teams, international profile, and creative approach to solving problems could be transferable strengths valued within an organization like Amadeus.

Over the course of a year, I have been preparing for a change in my career by completing my MBA with IE Business School. Although my career began in Education and provided me with a variety of skills and experiences that prepared me for diverse challenges, it has been my migration to Spain that has allowed me to see beyond the classroom. After three years of working as a Business Language Consultant with high level Spanish professionals, I decided to pursue my MBA in order to transition into a new role in the Human Resources area.

Why Human Resources? Human Resources is an area that I believe will allow me to leverage on my strong communication and client-management skills, while at the same time allowing me to apply concepts acquired from my MBA. Because I am new to the field, I firmly believe that the Trainee position is the most appropriate path to a successful transition.

***Transferable experiences and strengths offered to Amadeus are as follows:***

- Excellent communication and customer-service skills in building relationships.
- Experience in traveling and living internationally and collaborating with individuals from many cultures with varied communication skills, work habits, and expectations.
- Strong work ethic combined with the ability to perform in high-pressure, fast-paced environments with long hours.
- Native English language skills and an intermediate level of Spanish with a strong desire to become fluent.
- Extremely personable and transparent.

I am confident that I can continue to leverage my interpersonal and communication skills on a daily basis within the Trainee position and beyond, should you find my profile appealing. I look forward to the possibility of having a personal conversation with you, which may perhaps more fully reveal my desire and ability to contribute to Amadeus. Thank you for your time and consideration.

Sincerely,

James Bond