

MELANIE S. JONES

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September 30, 2005

D. A. Magee
Keating Magee
2223 Magazine Street
New Orleans, LA 70130

Dear Mr. Magee:

Please accept this letter and resume as my application for a position at Keating Magee. I am seeking a position that will benefit from my leadership and creative abilities, as well as knowledge and skills in marketing techniques and research.

I will be graduating with a Bachelor of Arts in Marketing in May 2006. I have obtained the skills and experience necessary to succeed in my areas of interest through my coursework at Southeastern Louisiana University and my positions as a Sales Associate in a retail environment, an Office Assistant in an insurance agency, and as an Orientation Leader in a university admissions office.

My coursework provided an excellent foundation in marketing principles and techniques. Courses such as Personal Selling, Consumer Behavior, Advertising, e-Commerce, and Marketing Research, offered me the opportunity to develop increased awareness of theoretical perspectives, as well as practical application of theory, through an effective combination of classroom lecture and course projects involving simulations of marketing situations, issues and challenges.

Additionally, my work experiences have allowed me the opportunity to apply what I have learned in the classroom to real-world situations, and with success. All of my positions required the ability to promote my employer's services/products through innovative marketing techniques and excellent customer service abilities. I have also expanded upon my leadership abilities, team work skills, and creativity through my course team projects, and as Vice President of a student organization, Phi Mu Fraternity. As Vice President of Phi Mu, I planned and organized the annual "Children's Philanthropy" workshop for the American Heart Association. This experience required self-motivation and motivation of team members, planning and organizational skills, and creativity in developing fundraising and promotional ideas - additional strengths I was able to develop and apply to an event which was extremely successful in terms of participation numbers and ideas generated.

In researching Keating Magee, I discovered that you are prominent in the advertising and public relations industry. I am also impressed with the position that your company has established in the areas of public relations, corporate communications, marketing, sales promotion, and media planning and buying. With the accumulation of this information, I am confident that I could successfully meet your company's expectations of commitment to excellence in the areas of hospitality and entertainment, technology, and social marketing.

Attached is my resume, I look forward to an interview and opportunity where we may further discuss my qualifications and desire for employment in your professional environment.

Thank you for considering my request.

Sincerely,

Melanie S. Jones

Attachment