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Mary Sanchez, CEO
Creative Alliance, Inc.
437 W. Jefferson Street
Louisville, KY 40202

April 8, 2008

Dear Ms. Sanchez,

Christina Woodson, Director of Community Relations for Insight Communications, suggested that I contact you. I am writing to express my interest in an available position at Creative Alliance, Inc. After researching your company and reviewing your website, I am very impressed by the broad spectrum of services you provide and the high quality, creative projects you have produced. I am also interested in learning more about your work for the KFC CaribLA account.

During my years at the University of South Carolina in the Moore School of Business, I have had the opportunity to complete extensive studies in marketing strategy and implementation. As you will note in my resume, I have double-majored in both marketing and management and have developed my Spanish-speaking abilities through both course work and my experience abroad. My outstanding academic record serves as proof that I have worked hard to get the most I could from my time at USC, but textbooks and theory will only take a person so far; your company needs divergent thinkers with active imaginations and an intuitive sense of what will appeal to consumers.

I have also supplemented my education at USC with internship experience. Post No Bills, Inc. is a marketing and public relations firm specializing in branding and promotional merchandising. Their clients include Paramount Studios, the United States Olympic Committee, BBC and TBS. During my time with the company, I was given the opportunity to develop promotional information for the city of Walterboro, SC and develop promotional merchandise for film studios, television production companies, and industrial manufacturers.

You have created a fantastic organization over the last twenty years, and I would absolutely love to be a part of it. I will call you later this week to confirm your receipt of my resume and discuss the possibility of meeting. Thank you for your time and consideration. I look forward to speaking with you soon!

Warmest wishes,

Melissa Baker