FULL NAME

Online Caps Canada

5650 Yoleem St

Toronto, ON M7N 417

123 North Street, Scarborough, ON M4K 2P6

Cell: 416-555-9999 ◘ email: peter@rogers.com

July 25, 2012

Re: Marketing Assistant

Dear Mr. Johnson,

I am submitting my resume for the position of Marketing Assistant with your team at Online Caps Canada. I bring the ability to build client relationships and provide marketing knowledge that will be of value to your organization.

Highly experienced and motivated, I have demonstrated a strong commitment to marketing and sales in the service industry. As a part-time Customer

Service Representative with Trouser World, I consistently service and upsell a variety of products and services based on customer’s individual needs. I have achieved strong evaluations and monthly quotas that demonstrate my people and relationship building skills. While working at Fitness 4 U, I initiated a promotion to increase subscription into a loyalty program. This promotion was successful and assisted the gym in better recognizing customer behavior and profiles.

I recently graduated with a Business Studies and Marketing Diploma at Nyola College, which I enjoyed considerably. A particular module in e-commerce Marketing taught me how to identify branding and buying behavior online, and a day spent with a mentor in the field convinced me of my interest in online marketing.

My interest in Online Caps Canada was initiated by a company presentation to my marketing class. A subsequent project enhanced my knowledge of your organization and the internationally renowned hats that you make, and that I would love to help you sell. On a personal level, I am interested in working and growing in an organization such as Online Caps Canada.

Please do not hesitate to contact me for a meeting to discuss my qualifications further. I can be reached at 416-219-2575 or by email at peter@rogers.com.

Sincerely,

Full Name