

BETH D. COURT
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Date

RE: Account Manager Career Opportunities

Dear Hiring Team:

An ad agency principal once told me, I am the “ideal bridge between the creative and business teams.” My technical history includes hands-on graphics and photography experience. Knowing how to bridge what can be done with how it gets done, I believe, is often that *little extra* that improves client satisfaction and retention.

After a creative career, I am now using my technical understanding in the sales process as an Account Manager. Leading a team that integrated Web and print creativity, we were able to increase revenue growth by 25% each quarter in our first two years.

In addition, my HTML and search engine optimization (SEO) skill set has resulted in our website being consistently ranked first in Michigan for six critical search terms by Google.

I invite you to consider how I can help you meet your sales goals next quarter. Might we have a coffee in the next few weeks?

Kindest Regards,

Beth D. Court