

## GENERAL RESUME

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Street Address ♦ City, ST ZIP ♦ email@uni.edu ♦ (319) 273-6857

Date

Ms. Jane Doe  
Director, Metro Economic Alliance  
456 Prospect Lane  
Metro, IA 12345

Dear Ms. Doe:

Please accept this letter as application for the Integrated Media Marketing position. After speaking with you about the role on August 16, 20XX, I am certain my experience and technical training align well with the position requirements. Beyond my technical skillset, I am passionate about making Metro the premiere location in Iowa for technology and bringing the world's best companies to the area.

I bring to this position a unique combination of experiences and training. I have held two key leadership roles managing social media campaigns for both the University of Northern Iowa Admissions Office and a local campaign for a presidential candidate. In both of these positions, I had great success in generating interest and interaction from the public through the use of interactive communications. Additionally, I am in the process of completing a formal education in communication studies with an emphasis in interactive digital studies. Upon completion of my bachelor's degree, I will have honed my understanding of developing and executing a low cost media campaign that provides quantitative results.

During our conversation, it was mentioned that one of the key goals of the Metro Economic Alliance is to draw technically skilled workers back to the area. My work within the UNI Chapter of the Society of Human Resource Management has provided me with an understanding of the hiring process from both the organization and the potential employee viewpoint. This understanding will greatly influence my work in leading the integrated media marketing program with the Alliance.

I would like to continue our conversation further. I can be reached at 319-239-1043 to schedule an interview. Thank you for your time and interest.

Sincerely,

Bill Panther  
Enclosure (1)