

STELLA SMITH

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September 21, 2014

Mr. Henry Harper
Human Resources Manager
Sunrise Healthcare
P.O. Box 1011
Tampa, FL 55555

Dear Mr. Harper:

I am writing to express my interest in the position of marketing coordinator with Sunrise Healthcare posted in The University of Alabama recruiting database, CrimsonCareers. As a health studies major with experience coordinating successful promotional campaigns, I have developed qualifications directly related to your needs.

The programs you are developing for community screenings are of great interest to me and I would like to contribute my skills in assessment and strategic planning to the growth of these efforts. In my current position with Community Service Programs of West Alabama, I evaluate and promote supportive services including Meals on Wheels and Project SHARE. As the demand for services increases, I am challenged with implementing effective recruitment strategies while being fiscally responsible. Based on data collected, I designed a social media campaign resulting in a 45 % increase in active volunteers.

Handling these responsibilities successfully while being a full-time college student requires the ability to manage time and priorities while also being flexible. Working well with people from diverse backgrounds and communities comes naturally to me, and I establish positive relationships with key partners. In all responsibilities, I hold myself accountable, knowing that my role as an individual affects services provided to others.

The experiences and examples of initiative highlighted on my resume show my commitment to improving services to the community and individual clients. With skills that match those you require, I am confident that I can offer immediate assistance with your programs and marketing operations. Next week, I will contact you to discuss the possibility of meeting. In the meantime, you may reach me at 205-348-5848 or by e-mail at stella_smith@gmail.com. Thank you for your time and consideration.

Sincerely,

Stella Smith

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