

Newspaper Response

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October 10, 2008

Mr. Jack Black
Director of Personnel
One First Big Bank
One First Plaza
Chicago, IL 60602

Dear Mr. Black:

As indicated in our telephone conversation yesterday, I would like to apply for the marketing research position you advertised in the October 5th edition of the Chicago Sun Times. With my undergraduate research background, training in psychology and my work experience, I believe that I could make a valuable contribution to the One First Big Bank Corporation in this position.

In December, I will complete my Bachelor of Arts degree in Psychology at Governors State University, with several courses in marketing as well. As part of the requirements for this degree, I am involved in a senior marketing project that has given me experience interviewing and surveying research subjects and assisting with the analysis of the data collected. I also have completed courses in statistics and research methods.

My experience also includes working part-time as a bookkeeper in an independent grocery store. Because of this experience, I have been exposed to and participated in most aspects of managing a business, including advertising and marketing. As the bookkeeper, I produce monthly sales reports that allow the owner to project seasonal inventory needs. I also assisted with the development of ideas for special promotions and calculated sales proceeds after each event in order to evaluate its success.

I believe that the combination of my business experience and research training is well suited to the marketing research position you described. I have enclosed a copy of my resume with additional information about my qualifications. Thank you for your consideration.

Sincerely,

Charlene Smith