



Sample Cover Letter 1 BEFORE JobMetrx Optimization

Kevin C. Backus

3245 Primrose Lane, Philadelphia, Pa 19131
215-528-1714 (home) kevincbackus12@gmail.com

March 3, 2009

Mr. James A. Rodgers, President & CEO
Hi-Tech Industries, Inc.
111 South Broad Street
Lansdale, Pa 18097

Dear Mr. Rodgers,

As a Master Black Belt, I can do a lot for your company. You know the difference someone with my quality and lean manufacturing skills can make. In my career I have been responsible for: Directing a \$35MM operational excellence project across four business units; Mentoring and training green belts to achieve \$1.25MM cost savings; and, leading a strategic sales effectiveness project that contributed \$875K EBITA savings over a two year period

Enclosed is my resume which goes into more details. If you agree that someone with my experience can help your company or if you would like more information, please contact me at your earliest convenience.

Thank you for your interest.

Sincerely,

Kevin C. Backus



Sample Cover Letter 1 AFTER JobMetrx Optimization

KEVIN C. BACKUS

3245 Primrose Lane
Philadelphia, PA 19131
215-528-1714 (home) • 267-315-5703 (cell)
kevinbackus12@gmail.com

March 3, 2009

Mr. James A. Rodgers
President & CEO
Hi-Tech Industries, Inc.
111 South Broad Street
Lansdale, PA 18097

Dear Mr. Rodgers:

You know me.

Though we've never met personally, you know what a Six Sigma Master Black Belt can do for your company. As an organization that prides itself on "*Doing It Right the First Time - Every Time*," you are aware of the difference someone with my quality training and lean manufacturing skills can make to Hi-Tech's bottom line. Accordingly, you may be interested to know that in my career I have been responsible for:

- Directing a \$35MM operational excellence project across four business units
- Mentoring and training green belts to achieve \$1.25MM cost savings
- Leading a strategic sales effectiveness project that contributed \$875K EBITA savings over a two year period

I would like to meet with you to discuss our mutual interests and explore how my approach to business can help add value to Hi-Tech Industries. I will follow up with you on Tuesday, March 10. In the meantime, if you need more information, you can reach me at either of the numbers above.

Thank you for your consideration.

Sincerely,

Kevin C. Backus



Sample Cover Letter 2 BEFORE JobMetrx Optimization

Elizabeth K. Martin

505 Willow Lane, Flemington, NJ 08822
ekm@comcast.net (988) 555 0250

October 3, 2008

Mr. Robert M. Wells
Vice President Marketing
BAI Specialty Products Corporation
5506 Decatur Street, Suite 210
White Plains, NY 10603

Dear Mr. Wells:

I am responding to the job posting on your website for an Agency Director. Enclosed you will find my resume which will provide you with the details of my background and my various accomplishments. In addition to my experience, I also have a bachelor's degree in business administration and am a member of several marketing organizations.

In my present position, I have been responsible for launching a global advertising agency performance compensation model which resulted in **10% cost reductions and 1% revenue enhancement.** Being a marketing executive with this kind of experience seems to be a great fit for your position description.

I am very interested in this opportunity and I look forward to hearing back from you to discuss my qualifications. You can reach me either at the e-mail address or phone number above.

Thank you for your interest.

Sincerely,

Elizabeth K. Martin



Sample Cover Letter 2 AFTER JobMetrx Optimization

Elizabeth K. Martin

505 Willow Lane
Flemington, NJ 08822
Cell: (908) 555-0250
ekm@comcast.net

October 3, 2008

Mr. Robert M. Wells
Vice President Marketing
BAI Specialty Products Corporation
5506 Decatur Street, Suite 210
White Plains, NY 10603

Dear Mr. Wells:

As Associate Director for Johnson & Johnson's Global Marketing Group, the world's leading consumer products company, I have pioneered and launched a global advertising agency performance compensation model resulting in 10% cost reductions and 1% revenue enhancement.

If you need a marketing executive with this kind of experience, you may be interested in other highlights of my career:

- I reconstructed the global advertising agency evaluation criteria resulting in 90% reduction in reporting complexity.
- Working with cross functional teams, I led a global ad agency consolidation following a major acquisition, resulting in 12% worldwide synergy savings.

Enclosed is my resume which will provide you with more details about my background. I would like to meet with you to discuss how my qualifications fulfill your need for an Agency Director as described on the BAI website. I will follow up with you on Tuesday, October 10 at 4PM to speak about our mutual interests. Thank you for your consideration.

Sincerely,

Elizabeth K. Martin

EKM
Enclosure