

May 25, 2010

**Matthew Scott**  
123 Brock Street  
Toronto, On M5V 3F9  
416-686-9045  
[msscott@sympatico.ca](mailto:msscott@sympatico.ca)

Megan Casey  
Casey Advertising, Inc.  
One Toronto Street  
Toronto, On M3D 7Y5

Dear Ms Casey:

I read with great interest about the position of General Manager – Marketing & Sales, in the National Post. As the following comparison shows, my qualifications match the requirements of the position very well.

**Your Requirements**

Marketing/Business development

Academic/Work Experience

Sales Management

**My Qualifications**

Initiated and directed the implementation of a business plan that increased national market share by 300% +.

Developed and maintained successful strategic alliances in a competitive service marketplace.

Identified and directed the development of a new national service product to meet client expectations.

B.Sc. Majors in Chemistry, Psychology, Sociology

14 years progressive marketing and sales experience.

Directed a sales team of 10 to a first-place finish with sales in excess of \$10.5M

Led a senior management task force to automate Sales and Marketing Departments with a 5% productivity return.

I look forward to meeting with you personally to further explore the contributions I can make to Casey Advertising, Inc and how we can build a strong and highly productive sales team.

Best regards,

Enclosure