Blake Applicant

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November 16, 2020

Martina Lee

Director, Human Resources

Acme Ecommerce

123 Business Rd.

Business City, NY 54321

Dear Ms. Lee,

I would like to accept my strong interest in the position of Associate Vice President, Ecommerce Technology.

I am currently employed at ABCD Company as the Development Manager of Website Enterprises, a position with scope and responsibilities very similar to the position you have advertised. In my tenure at ABCD, I have worked to implement a number of strategic ecommerce initiatives successfully.

One of my primary responsibilities is the development and management of corporate strategic ecommerce technology. This key experience will benefit your organization in three critical ways:

* I have experience developing long-range operating plans in support of varied strategic and tactical business objectives.
* I have achieved success implementing online processes for performance and growth, resulting in a 19% rise in online sales within one fiscal year.
* I have a demonstrated ability to work collegially with executive leaders across business units and lines of business.
* Of equal importance to the position you've advertised, I have focused on developing best practices and core competencies for company ecommerce initiatives. These range from creating and modifying search-related landing pages to linking customer needs to the ecommerce experience. All of these best practices have successfully improved online experiences.

These are just a few examples of my accomplishments at ABCD. I hope that you will find that this brief view, in combination with the attached resume and my recommendations, describes a professional with the experience and skills to meet or exceed the requirements of the position of Associate Vice President, Ecommerce Technology.

Sincerely,

*Signature* (hard copy letter)

Blake Applicant