

RUTH CHANNEL

Address
City, State Zip

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DATE

In House Recruiter
Investment Corporation
Address
City, State Zip

RE: Vice President of _____

Dear < In House Recruiter >,

Here is what I provide as a very involved, very productive, strategic executive:

1. Put new products on the map.
2. Dramatically increase sales.
3. Integrate new products into existing sales organizations, and revitalize them to skyrocket revenues exponentially.
4. Bring sales, marketing, strategic development, branding, and overall corporate objectives into alignment, and do whatever it takes to accomplish this: Redesign the sales channel, meet with individual offices and representatives, train the team in why it makes sense to grow the business in new ways, stimulate the culture to grow in new ways.
5. Keep what's useful and current in place. In every way that's appropriate, revamp at each phase of the sales cycle.

While I earned a degree in finance and extensive training in strategic brand development and marketing, E-Commerce and CRM, I learned much of this the hard way. Starting at Zorkbig, I was thrown into an alligator's pond, charged with helping to develop entirely new concepts and methods of investing that helped revolutionize the nation's economy – that needed first to be understood by a public that had yet to grasp its value or its benefits. I dove into that pond, helped put Schwab's first discount vehicle into the economic mainstream, and realized all I was capable of accomplishing. Since then, I rose through the ranks, expanding my achievements through one complex challenge after another. Today I can offer the following:

- **Marketing and Sales Leadership.** Developed marketing and sales programs that reached 20 million customers. Co-developed sales that created assets of \$1 billion in a year and a half.
- **Multi-Channel Sales Development – From Call Centers to Retail Stores (Branches) – in Alignment With Headquarters Objectives.** Re-trained 1,500 reps at 15 call centers. Conducted field interviews and realigned retail outlets to accommodate entirely new products. Integrated phone sales with retail sales through restructuring the channel. Greatly increased accountability for following up on leads in a much more timely manner. Overcame inertia and resistance to change throughout much of the organization. Kept top executives apprised at every step.
- **E-Commerce Leadership / Strategic Partnership Development.** Led high-profile projects with leading partners. Built partnering projects with leading brands that generated \$30 million and more in annual sales.
- **Designing the Customer Experience and Building Customer / Brand Loyalty.** Pay close attention to the customer experience at every point in the sales cycle. Build awareness and responsiveness in reps for continuous improvement in sensitivity to customer feedback and improving both customer education and the customer experience. Work cooperatively with in-house marketing to integrate sales with national marketing programs.

I would like to discuss in greater detail the full extent of the contributions I would make at ABC. I can be reached at XXX.YYY.ZZZZ. Your time and consideration are most appreciated.

Sincerely,

Ruth Channel

Encl: Résumé