

John Morris

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Ms. Kimberly Smith
Market Researchers & Associates
987 Mill Road
Alexandria, VA 23145

Dear Ms. Smith,

I will complete my Bachelor of Business Administration degree (Emphasis: Marketing) at the University of New Mexico in December 2006. Upon researching your organization, I am confident that I possess the ideal combination of skills, experience and education to benefit Market Researchers & Associates.

Through my marketing research experiences, as well as my coursework, I have developed skill in improving marketing research studies so they can better define a variety of readerships to potential advertisers. For example, I most recently completed a project with *The Albuquerque Tribune* in which I helped to boost advertising sales by 18%. I am confident that I could provide you with the same valuable assistance in meeting research benchmarks, managing key accounts, and improving the marketing resources you currently use.

My research indicates that your company works primarily with magazine and newspaper advertisers, which is my primary area of expertise and interest. The enclosed resume further details my experience in this area.

Thank you for taking the time to review my resume. I would appreciate the opportunity to be considered for any opportunities that may arise in the coming months that you feel might be a match for my background. I will contact you next week to ensure that you received my application materials, as well as to discuss potential employment opportunities with Market Researchers & Associates.

Sincerely,

John Morris

Encl: Resume