

July 17, 2016

Ms. Maureen Benson
Vice President of Marketing
Florida Unified Brewing Company
1928 15th Street
Tampa Heights, FL 98765

Re: Field Marketing Manager position as advertised on Bevnet.com

Dear Ms. Benson:

I read your advertisement for a Field Marketing Manager in the Atlanta market with great interest. I immediately found the job description for this position on your company website and was even more interested. Based on my knowledge and experience with these types of positions, I feel confident that you might be looking for someone who can come up with innovative ideas for new promotions that will effectively grow brand sales. Perhaps you may also be looking for someone who is able to work productively with development agencies and production vendors. A number of the responsibility items in the job description focused on the Field Marketing Manager's ability to motivate internal and external partners to sell-in the programs and execute them in the field.

As Barnstorm Brewery's Marketing Assistant Manager for the past four years, I worked closely with a number of agencies in the Atlanta market and created 17 promotional programs that were activated in the field. While Barnstorm is a much smaller brewery than Florida Unified, the fact that we were small meant that I also had to develop sales presentation tools and had to assist our Key Account Department with selling these programs to distributors and retailers.

It may be most interesting to you that I have generated significant results as evidenced by the following:

- Barnstorm Brewery earned the Promotion of the Year awards for 2014 and 2016 as presented by the Georgia Wholesalers Association.
- We expanded our promotional vendor partner list from three approved suppliers to nine over the past 4 years.
- The Marketing Department achieved all of its internal and external KPI's for the past three years.
- I created and chaired Barnstorm Brewery's Program Implementation Task Force to manage all aspects of production and activation of promotions and new item introductions.

Based on my existing track record of success, I am confident that I could make numerous contributions to the further success of Florida Unified and be a strong addition to your already impressive Marketing team.

Ms. Benson, I would welcome the opportunity to discuss your needs and my qualifications further. I have attached my résumé for your consideration and I thank you in advance for your time and attention. Please call me at 123-456-7890 to arrange a meeting. I look forward to speaking with you and getting to know you and Florida Unified a little better.

Sincerely,

Tom Smith

Enclosure: Résumé