

COVER LETTER WRITING

Networking Letter Sample - Following up with a Contact

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Ms. Cheryl Cummings, VP of Marketing
Robin Bright Corporation
3562 Orson Road
Kingston, Ontario K3P 3R3

Dear Ms. Cummings,

It was a pleasure talking to you during our flight to Rome in last month. I hope you enjoyed your trip!

What a thrill it was for me to have the opportunity to chat with someone “in the know” about product branding/positioning and product marketing strategy within the pharmaceutical industry. I very much appreciated everything I learned from you during our conversation. You were kind enough to give me your business card with instructions to contact you once I was “liberated from the fetters of academia.” Finally, that day has arrived.

Despite having only recently graduated from York University with my Bachelor of Administrative Studies degree in Marketing, I have held several internships at three major Toronto marketing firms. As a result, I have experience in providing comprehensive support to a marketing team responsible for creating and executing marketing and promotional plans to drive revenue. In addition, I have been involved in conducting research to understand target audiences (including demographic makeup, buying behaviour, product consumption habits, and the drivers of purchase activity). My priority at this point is getting my foot in the door in an entry-level role within the world of marketing.

I have enclosed my resumé for your reference and file. If you know anyone seeking a fresh new addition to their marketing team, please let me know.

Thank you for your assistance.

Sincerely,

Chris Smith