

September 5, 2018

Mr. Jose Gomez
Director of Human Resources
Campbell Soup Company
1 Campbell Place
Camden, NJ 08103

Dear Mr. Gomez:

I am writing to express my strong interest in the Associate Marketing Manager, Brand Development position with your organization. I have learned a great deal about the people, values, and iconic brands that make Campbell Soup Company a world-class company through conversations with Jane Smith and Jeff Homer from your Camden office. I believe I possess the skills to have a positive and immediate impact on the organization. My resume is enclosed for your consideration.

I have four years of marketing experience, including two years in CPG at ABC Global Spirits & Wine, where I worked as a Regional Marketing Associate refining and executing brand plans throughout the Southeast region. This experience allowed me to develop skills that will enable me to be successful in a career with Campbell's, including:

- **Strong Analytical Skills:** I regularly analyzed Nielsen data, shipment volume, and demographics in order to identify actionable trends and gaps to determine the most effective direction for our sales team and consumer promotions. I believe these skills will enable me to be a highly effective Associate Marketing Manager with Campbell's.
- **Collaborative Teamwork:** By collaborating with colleagues from five different departments, as well as with three external partners, I was able to form strong working relationships and successfully gain buy-in from those with different performance measures. This enabled me to deliver results in cooperation with others to achieve overall corporate goals.
- **Consumer Focused:** Consumer behavior has always been a passion of mine, and I consistently strive to develop products or services that consumers will love. While at ABC Global Spirits & Wine, I received the team award for highest customer satisfaction rating three quarters in a row. Campbell Soup Company places consumers at the forefront of its marketing strategy, a value that is aligned with my own.

I came to NC State to pursue my MBA in order to further my career in brand management. I look forward to having the opportunity to use my skills, experience and passion to aid Campbell Soup Company in its quest to be the number one consumer company in the United States. Thank you for your consideration of my application.

Sincerely,

Amy Wolfpack

September 5, 2018

Date – Month Day, Year

Your personal info here in the header ↑

Mr. Jose Gomez *Full Name should appear first, with proper prefix (Mr., Ms., Dr., etc.) – do your best to locate an actual name (HR, hiring manager, etc.)*
Director of Human Resources *Title of the person to whom you are addressing letter*
Campbell Soup Company *Full Company Name – be sure you spell it correctly!*
1 Campbell Place *Street address*
Camden, NJ 08103 *City, State Zip Code*

Dear Mr. Gomez: *Always use a formal salutation and a colon*

↓ Include job title you are writing about

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← Mention alumni / others you have spoken with and insights you learned

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← The body is where you highlight your relevant experience and special skills that make you uniquely qualified for the position – and share examples! Match to job description and support with STAR-like examples. WHAT did you do that demonstrated that skill? WHY will you be a great fit? Write strong bullets and use compelling skill phrases.

I came to NC State to pursue my MBA in order to further my career in brand management while taking advantage of the school's "Think and Do" motto to gain practical business experience. I look forward to having the opportunity to use my skills, experience and passion to aid Campbell Soup Company in its quest to be the number one consumer company in the United States. Thank you for your consideration of my application.

Sincerely,

Amy Wolfpack

↑ Finish your cover letter with a strong conclusion that reiterates your interest and restates the company name and why the fit is there for you. Companies want to know that you have done your homework and know a good deal about the culture, values, and business lines that are priorities for them. And thank them for considering you. If this is a submission for an interview, you can add a line such as "I would welcome the opportunity to interview with your company when you are on campus on DATE".