
DAVID M. LETWAT

info@brandyourcareer.com ♦ Buffalo Grove, IL 60089 ♦ 773-531-3457 ♦ www.linkedin.com/in/davidmletwat

November 28, 2014

Mr. Jeff Summers
Vice President of Marketing
SAVO
155 North Wacker Drive, Suite 1000
Chicago, IL 60606

Dear Mr. Summers:

Like SAVO's great appreciation for innovation, I take a tenacious approach in creating innovative marketing strategies that help grow established brands even more. Now, I would like to play a critical role in ensuring SAVO's brand message continues to resonate with your audience, and attract new customers as **senior director of marketing communications**.

As you will see in my resume, I have a proven track record of increasing brand preferences up to 300%, and implementing innovative technologies to improve marketing results. Notable achievements, valuable to the team at SAVO, include:

- ♦ **Brand Management:** Moved multiple brands to #1 market position in their industry.
- ♦ **Lead Generation:** Increased sales pipeline 48%+ through implementation of sales automation tool to qualify and score leads.
- ♦ **Agency Management:** Directed up to 18 global agencies and increased value of media spend by consistently enhancing paid media and search engine marketing.
- ♦ **Strategic Planning:** Led effort to develop first-ever 3-year strategic marketing plan and gained \$8.5M in incremental sales.
- ♦ **Team Leadership:** Mentored and coached staff to become a proactive unified global team.

Known as a result-oriented marketer who is able to create integrated marketing strategies with cross-functional teams, I am confident I could craft a brand strategy for SAVO that will accelerate your growth. I would appreciate the opportunity to further discuss my qualifications and learn more about SAVO's needs. I can be reached at 773-531-3457. Thank you for your consideration.

Sincerely,

David M. Letwat

Enclosure