

ELICE A. WEBSTER

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Ms. Nancy Rose
Director of Product Management
ISACA – Information Systems Audit & Control Association
3701 Algonquin Road
Rolling Meadows, IL 60008

Dear Ms. Rose,

Imagine if you had a Product Marketing Manager on your team that had the ability to lead compelling marketing communications campaigns. Next, imagine that Product Marketing Manager also had a long history of implementing successful product launches and growing revenue. Now, take a look at the enclosed resume and see that person is applying for your open Product Marketing Manager position.

Let me briefly highlight the qualifications I can bring to Information Systems Audit & Control Association (ISACA):

- **Strategy development and implementation:** Planned marketing campaign for new product that resulted in triple the amount of budgeted revenue within first five months.
- **Effective product management:** Consistently met revenue goals for \$14M product line.
- **Change management:** Migrated 400 customers to new research platform and retained \$400K in annual subscription revenue during the process due to smooth transition plan.

What is not mentioned on the resume is that I am both a left-brained and right-brained thinker. I have the unique ability to develop the business plan to bring a new product to market as well as write and design the marketing campaign to promote it.

I would appreciate the opportunity for a personal interview so I can further discuss how I can drive marketing success at ISACA. I can be reached at 847-123-5555. Thank you for your consideration.

Sincerely,

Elice A. Webster

Enclosure