
Angela T. Martinez

1256 S. Peach Drive, #32 ♦ Denver CO, 80215 ♦ 303.888.1234 ♦ atm@myemail.com

September 1, 20xx

Hiring Manager
Starbucks Coffee
100 15th St.
Denver, CO 80203

Dear Hiring Manager,

While visiting your Cherry Creek store last week I had a conversation with the manager, Sandy Brozowski, about the opening for a Marketing Coordinator. My work with the Cherry Creek Arts Festival, a marketing internship with a Denver boutique brewery and a Bachelor of Arts degree from the University of Denver, have all provided experience that will make me a strong candidate for this position.

My accomplishments during the 2012 Cherry Creek Arts Festival demonstrate my ability to contribute to the Starbucks team. I coordinated ongoing projects for the Art Festival including the media schedules, the layout and printing of collateral materials and the updating of all website information. To ensure that deadlines were met, I worked directly with the Arts Festival staff to guarantee their satisfaction with the marketing materials. This involved patience and flexibility in order to relay changes and requests between the client, creative team and media partners.

I can contribute to the Starbucks team in the public relations arena as well. I managed a campaign for the release of Gonzo Imperial Porter – a tribute beer to the infamous Hunter S. Thompson distributed by Flying Dog Brewery. I sent press releases out both locally and nationally via email to newspaper, magazines, radio stations and television stations. I then mailed key media contacts a press kit containing a photo of the Gonzo beer, a cigarette holder (one of Thompson's signature quirks) and the press release. As a result, the beer and its ties to Hunter S. Thompson were covered in *Rolling Stone*, *Playboy*, MSNBC.com, CNN.com, WB2, CBS4, KMGH 7, *The Denver Business Journal* and *The Denver Post*.

As Marketing Coordinator at Starbucks in Cherry Creek, I would look forward to having an opportunity to be a part of Starbucks' plans and goals for the future. My enthusiasm, ability to work effectively under pressure, project management and leadership skills, would definitely benefit your company. I will contact you the week of September 8th to confirm the receipt of my resume and to schedule a time for us to speak. Thank you for your consideration and time.

Sincerely,

Angela T. Martinez

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