**CAREER CHANGE COVER LETTER**

Dear Mr. Paulson

As a fellow graduate of Hemingway University A’s Class of 2008 I was hoping you could give me a little insight about your company that is not available in public channels like Facebook and Business Week. While I have been a sales analyst for close to five years I am looking for a career change specifically in advertising and marketing. Your company is certainly one of the most reputable in that field.

While I cannot dismiss what I have learned and accomplished in sales I have become more aware that a huge chunk of my responsibilities revolves around marketing, and I have developed an affinity and affection for the machinations of promoting services and products.

I have become extremely adept at studying trends in pricing informing prospects of services and products and standard business practices as they relate to various industries. I have begun taking courses at the local college to get a firmer grasp behind marketing concepts and techniques but it would certainly be advantageous to speak with someone at the heart of the industry.

I am enclosing my cv with this letter. If someone within the company happens to be looking for a candidate with my qualifications I would be grateful for a referral. Thanks in advance.

Best Regards

Betsy Carter