

J.B. PITCHMAN

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Company Name

Contact Name

Title

Address

Dear Human Resources Professional:

Please accept my resume for your review and consideration. I would like to express my interest in the open position of Director of Advertising and Promotions with GMC.

I have applied my superior skills in all aspects of marketing, advertising, and promotions within Ford Motor Company to deliver outstanding bottom-line results for the company. I have been involved in marketing, promotions, and advertising as a manager with Ford Motor Company for over fifteen years and now aspire to a newer opportunity to hone my skills and grow my experience. As an adept "brand" manager, who has drawn expertise from a wide-range of market dynamics, I am capable of translating these dynamics into effective strategies that yield success results for the company.

As a marketing and advertising manager in different capacities while at Ford Motor Company, I have managed a \$900M advertising media and production budget, while maintaining relationships with 6 outside agencies, including negotiating the scope of work and fee arrangements with each agency. I was also instrumental in the development of Ford's media strategy in terms of model selection and marketplace selection. Moreover, I crafted strategies to maximize the reach and frequency targets and determined media mix based on consumer targets and specific Ford Mustang models.

Results and accomplishments along with bottom-line results include:

- Generated 2 Million leads and 16K sales of leads from events and promotions in 2011
- Initiated new approach to product launch training resulting in \$14M in savings for the company
- Launched eighteen-city dealer digital E-Summit and Digital Champions wholesale training event
- Developed internet-based Interactive Distance Learning System that saved \$17M per year
- Managed development of all Ford consumer catalogs generating \$2.5M revenue for company
- Managed dealer third-party lead generation program that generated \$13M a year for GM
- Developed and allocated Mustang's \$220 million advertising and sales promotion budget

I would like to set up an appointment to discuss with you my qualifications and abilities and how I may contribute to Ford Motor Company's continued success.

Sincerely,

J.B. Pitchman

Enclosure