

**Anthony Mwaura**

P.O.BOX 50897-00200

Nairobi, Kenya.

Res: 212/555-7492 E-mail: [anthony@yahoo.com](mailto:anthony@yahoo.com)

[Today's date]

[Name]

[Title]

[Company name]

[Address]

Dear [salutation] [last name]:

**Re:**

I am forwarding my resume to you in response to your advertisement [search or announcement] for a [title of position]. I believe that you will find my background fits what you are seeking.

Currently, I am completing an assignment with Scream Puff, Inc., to evaluate and qualify vendor websites for hyperlink sales, banner advertising and other e-commerce marketing channels.

This project is one of many that I have directed as an independent consultant to major accounts, such as Marketing Services/Macy's, Ann Taylor and the Rinsow Company.

During the past three years of working with these businesses, I have gained practical client-oriented experience in bringing technological solutions to the rapidly changing, complex management of information vital to a business' competitive advantage. Most important, I communicate ideas well and build strong, lasting client relationships.

[Optional: My technical knowledge includes \_\_\_\_\_]

I am willing to travel [and/or relocate for the right opportunity]. Please contact me soon to arrange an interview at your earliest convenience. Thank you for your time and consideration.

Sincerely,

Anthony Mwaura,

Enclosure.

**Anthony Mwaura**

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Res: 212/555-7492 E-mail: [anthony@yahoo.com](mailto:anthony@yahoo.com)

[Today's date]

[Title and Name]

[Company name]

[Address]

Dear Hiring Executive:

**Re:**

I am exploring leadership opportunities in IT Operations with your company. With my successful background in new business development, I can build your company and expand its market position in highly competitive marketplaces. Areas of transferable skills include:

- Business Intelligence
- Data Analysis
- Quality Validation
- Data Mining
- Data Warehousing Strategic
- Planning
- Executive Presentations
- Market Trend Analysis
- 

Throughout my career, I have:

- Always met or exceeded corporate goals and performance metrics, while facilitating corporate engagements, database management and application design.
- Been instrumental in generating millions of dollars in new business and supporting major account activity.
- Gained a reputation for being a team leader, creative troubleshooter and hands-on problem.
- solver of complex business growth issues.

Executives and industry peers would tell you I thrive in an atmosphere of challenge and complex problem resolution. My in-depth knowledge of all phases of business operations ensures that I will be an invaluable resource to your company's future.

I will follow up with you in a few days to answer any questions and arrange for a meeting to discuss mutual business interests. You may always reach me at **0733897231** OR

[anthony@yahoo.com](mailto:anthony@yahoo.com)

Yours truly,

Anthony Mwaura.

P.o. Box 26754- 00800 Parklands , Nairobi  
Home ph: 02 9000 5555 Mobile: 0444 444 444 Email: e.smith@hotmail.com

### **Career overview**

A sales management professional with seven years' experience in the media industry, I have worked on newspaper, web and television products. I have a proven track record of developing new business and motivating a team to consistently exceed targets. I've recently completed a Masters of Business Administration and am now seeking a new professional challenge.

### **Key strengths / skills**

The aim of the section is to give the person reading your resume a quick snapshot of what you have to offer in the hope they instantly place you in the short list pile. As a guide, six points is good but there is no real rule. Another tip, be specific. I see a lot of "Excellent Communication Skills" but what does that mean? Here are some examples:

- High level computer skills including Excel, Word and Powerpoint
- Five years experience in customer service both face to face and phone based
- Strong business development capabilities with European experience
- Experience developing sales and marketing collateral
- Active toastmasters public speaker

### **Education & Training**

**Note: Start with your highest qualification first/ most recent**

➤ **2010 - 2013 University States International University**

Bachelor of Commerce – majoring in Marketing & International Business GPA: 3.3/4.0

➤ **2011 Saint Louis University, Madrid, Spain**

Semester exchange program

➤ **Aug 2009 Sales Management Training**

XYZ Sales Training College

➤ **2005- 2009 - 1995 Nairobi Boys High School**

KSCE Certificate, Mean grade B+

## Work Experience

- **Feb 2012- Apr 2012 C &D Media, London Business Development Executive**

### **Key responsibilities**

- Develop relationships across targeted accounts
- Manage all sales related aspects for allocated accounts

- **May 2010 – Present Global Web Media Sales Manager**

Describe the company's main activity or focus. This is appropriate for those coming from overseas or in cases where the company might be largely unknown. Organisations like IBM, News Limited, Suncorp or the big banks, to name a few examples, will need no explanation.

**Key responsibilities** - Provide detailed summary of the role's key responsibilities and accountabilities. Do not go for the longest list, be concise and to the point. Try not to include the obvious i.e. – to meet sales targets.

- Develop and execute sales strategies
- Maintain and strengthen a large portfolio of clients
- Coach, mentor and motivate sales team
- Manage sales budgets and set targets

**Key achievements** -Named employee of the Year 2004

## Volunteer Experience

- **United States International University**

- Nairobi Spinal Injury - Clean Up
- Black History Month – organizing inter university debates
- Career Week – Master of Ceremony

## Award and Achievements

- **United States International University- Africa**

- From April - 2010 Spring 2012- Merit certificates – Dean's list.
- Peer Counseling Club

- **Nairobi Boys High School Best Prefect (School First Aid Prefect)**

- Dec 2006 - Student of the year
- 2005- 2009 -Taekwondo club

## **Professional Memberships**

Include only those relevant to your career. Some examples:

- Media Industry Association: Member since: May 2001
- Newspaper Association of Australia: Member since: 2002

## **Hobbies & Interests**

- Water-skiing , Rock climbing, Cooking and Travel

## **Referees**

Some people choose to include their referees while others do not.

### **Option 1:**

Referees will be provided upon request

### **Option 2:**

Name: [insert name]

Company: [insert company name, location]

Relationship: [Provide details of professional relationship e.g. former manager at company XYZ]

Email: [insert email address]

Land Line: [insert land line contact details]

Mobile: [insert mobile contact details]