

Dear Prospective Employer:

I have applied my executive skills in advertising, marketing, and strategic counseling to generate million dollar billings and have accelerated the revenue and growth of major Fortune 500 clients. In addition, I have driven the development of Visa's overall product marketing strategy and have managed classic marketing functions of product positioning, communications and public relations for them and other clients.

With my excellent experiences as a manager at different jobs, I directed the production and publication of a 40 page tabloid with a million plus circulation. Another job responsibility was redesigning a newsletter and serving as an in-house graphic designer.

At Hercules Associates where I worked as a copy editor, I was able to save the company money by cutting operating losses by more than \$230,000 per year. In addition, I oversaw editing and production of print and video publications.

Being on both sides of the fence has given me a cat bird's view of the complex relationships that exist between public relations decisions and journalism. Consequently, understanding a client's needs is almost second nature to me. With a background in public relations and writing, I have extensive experience in generating media coverage, screening media calls and briefing reporters with background information.

As a Press Secretary and Director for a think-tank organization, I acted as an advocate for free-market policy solutions and was on the front line when it came to writing articles, press releases and conducting interviews. Also, I helped develop marketing and business plans. Honing my skills as a graphic artist at other jobs, has given me the competitive edge when it comes to making suggestions to a client about implementing graphic and design ideas to support a project.

I look forward to a meeting where we can discuss the job in greater detail and allow me to show you how my skills can contribute to your company's success.

Sincerely,

Michael Boyer