

Account Planner Cover Letter

211 Carolann Rue South Shaunta, ME 34069-7095

Dear Finley Crist,

I submit this application to express my sincere interest in the account planner position.

In my previous role, I was responsible for a point of view on brand, media and communications issues aligned with Kantar philosophies.

Please consider my qualifications and experience:

- Confidence and personality which will build strong relationships
- Excellent understanding and application of shopper/retail marketing best practices
- A self-starter with an entrepreneurial spirit with vision to enact change within the agency and the industry
- Entertainment brand experience or retail shopper experience is preferred
- Solid understanding and real-world management and application of both brand and retail go-to-market strategies and tactics
- Excellent understanding of the development and design process and has worked with cross-functional teams
- Diverse perspective and well-rounded skills—will wear many planner hats
- BA or BS in Business or Finance, MBA preferred

I really appreciate you taking the time to review my application for the position of account planner.

Sincerely,

Zion Hodkiewicz