

# Customer Relationship Management Cover Letter

23599 Halvorson Bridge Prohaskaborough, ME 48935-3663

**Dear Sam Konopelski,**

I submit this application to express my sincere interest in the customer relationship management position.

In the previous role, I was responsible for training of CRM system operations, functions, benefits, and changes to regional CRM teams and business stakeholders.

Please consider my qualifications and experience:

- Experience in CRM technology management, with an understanding of marketing and operational databases, segmentation, campaign management and statistical modelling
- Experience with large databases or with companies that showed aggressive acquisition and/or retention rates
- Experience with large and innovative Loyalty programs
- Understanding of the interconnectivity between technology and customer experience and how to use these to further strategic business objectives
- While deep in CRM expertise, will also bring a general management mindset, a holistic business view and a strong P&L
- Thought leader and a disruptive thinker
- S/he will be seen as a highly collaborative leader, an innovative and solutions focused facilitator
- Visionary, inspirational leadership

**Thank you for taking your time to review my application.**

Sincerely,

Baylor Parisian