

[Full Name], MBA

Accelerating Million-Dollar Sales Growth and Amplifying Brand Visibility

(Phone)
(Email)
(LinkedIn)

[Phone]
[Email]
[LinkedIn](#)

Executive Leadership • Sales & Marketing • E-Commerce • Consumer Goods

May 29, 2026

Company Name
City, State

Dear Hiring Team:

As a sales and marketing executive with the proven ability to develop and execute revenue-generating strategies, I am excited to submit my resume for your open position of JOBTITLEHERE.

Currently, I am the CEO of a direct-to-consumer beauty brand, a company I co-founded along with my business partners. My most significant contribution came from leading strategic pivot from a B2B to B2C business model. By becoming the first online seller of an appealing product, the company seized an untapped market niche. I scaled the organization to meet rapidly rising consumer demand, including up to 225 employees, \$35M annual revenue, and 20% profitability.

Leading global marketing initiatives, I developed a high-performance team and allocated a \$2-3M/year budget. I guided social media marketing, market research, data analytics, and influencer partnerships. By aligning teams, I continually raised traffic, conversion rates, and overall visibility. Ultimately, the company's eCommerce platform captured 70% of total sales revenue.

The accompanying résumé will provide you with further details of my qualifications for consideration for a position at your company. I would like to meet with you to discuss your specific goals. Please contact me via phone or email to arrange an interview. Thank you for your time and consideration.

Sincerely,

[Full Name], MBA

[\[Email\]](#)
[Phone]