



# Bonnie Gringer

**One-Stop Marketing Department**

Dear Marketing & IT Recruiter,

Marketing automation and demand-driven digital content is one of the most powerful ways for your business to maintain its competitive edge today. Recognizing latent business opportunities that capture untapped market share can take your business to a new realm – leaving the competition behind.

One of the most critical and potentially rewarding choices you can make is finding your new Marketing Leader is a skilled, experienced, innovative and entrepreneurial-minded resource who can create and manage both the traditional and digital marketing arsenal today's marketplace demands.

I am that resource.

As my résumé details, I helped inaugurate the on-line retailing industry, and over the last 20 years my knowledge and skills have scaled along with the growth of digital-marketing and best practices:

- Pulled home-sales out of the recession-bred doldrums using innovative techniques and online tools to buildup home buyers' credit profiles and increase mortgage approvals.
- Created an entire web-based industry aimed at the Friesian-horse industry and developed much-needed research tools to create industry efficiencies and lifetime engagement.
- Designed, installed and managed one of the first ecommerce websites targeted to teen buyers.

Because I bring a rare combination of marketing leadership and industry insight, I would be a Marketing Leader who would generate an ROI well in excess of the benchmarked averages.

I would be of the most value to a firm that recognizes the necessity in today's marketplace of blending superior digital marketing with effective traditional approaches, but lacks that unique person possessing the knowledge, skills, experience and dedication to exceed the need.

If I'm describing your company, or if I've tweaked an unfulfilled element in your strategic thinking, it would likely prove beneficial to both of us to discuss the possibilities.

With the hope of arranging a convenient time for us to meet, I look forward to speaking with you soon.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Bonnie Gringer', with a long, sweeping underline.

Bonnie Gringer