

PATRICIA NORMAN

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Box 80, Wells Hall, University of Washington Seattle, Washington 98195

February 12, 2017

Kevin Mathews, Director

Corporate Recruiting

A. L. Lambert Department Stores, Inc.

Fifth and Nobel Streets

San Diego, California 92103

Dear Mr. Mathews,

I am writing to you in regard to the opening in the Executive Development Program at A. L. Lambert, which I saw an advertisement for in the *College Placement Annual*. I was very impressed with your company's innovative ideas presented in an article in *Retail Management*. The success your company has had in opening free-standing specialty shops is part of what drew me to your corporation. Another part is the fact that managers are trained to order their own merchandise and run their own advertising campaigns. As a senior in the marketing major at the University of Washington, I have obtained the skills necessary to succeed at and contribute to A. L. Lambert's success in the Executive Development Program.

I have focused my study on marketing management in the University of Washington's retailing program and am graduating in June. Over the years, I have learned consumer behavior, advertising, and innovative sales techniques as well as gained a thorough overview of the retailing industry, and successful and unsuccessful retailing campaigns.

I applied the knowledge and skills that I have learned in college while working in a Dallas department store for the past four summers. As president of Angel Fight, a volunteer service organization at the University of Washington, I supervised many of the organization's activities gaining experience working with others. In the University's Marketing Club, I ran meetings, edited our newsletter, and announced speakers during meetings.

I am looking forward to pursuing a career with your company. Would it be possible for me to meet with you to discuss what I have to contribute to A. L. Lambert? If so, I can be reached at any time through my phone number or email address listed above.

Sincerely yours,

Patricia Norman

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PROFESSIONAL OBJECTIVE

To provide and improve my managerial skills at A. L. Lambert Stores Inc. as a Department Store Sales Associate in the Executive Development Program.

EDUCATION

- **University of Washington** Expected Graduation: May 2013
- B.S. in Retailing Major GPA: 3.6
 - Marketing Management Minor Seattle, WA
- Obtained a working knowledge of the factors motivating today's consumer
- Learned how to market and distributed products to consumers
- Attained 8 hours of study focused on principles and problems of retail management

WORK EXPERIENCE

Sales Clerk

Summers 2009-2012

Danzig's Department Store

Dallas, TX

- Provided exceptional customer service
- Assisted department managers in their responsibilities gaining management experience

ACTIVITIES

Fencing Club- Treasurer

- Created club's budget
- Tracked expenses

Angel Fight- President

Volunteer organization that sponsors service activities in community

- Leads meetings
- Increases membership and participation
- Ensures quality services

Marketing Club- Member

- Edited newsletters
- Led group meetings

REFERENCES

Derek Yoder

Store Manager

Danzig's Department
Store

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Dallas, TX 75220

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