

# Stella Ayala

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## Kristie Cannon

Figma

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[month, day, year]

Dear Ms. Cannon,

Last year, I spearheaded a project to create a new set of promotional and educational materials that generated a 23% revenue increase. My strong leadership style and comprehensive product knowledge allowed me to lead my team to success. I hope to bring the same vision and industry expertise to the role of Account Manager at Figma.

As a seasoned account manager with 11+ years' experience in the online design tool sector, the opportunity to contribute to the success of an innovative and fast-growing company like Figma appeals to me. I believe that the following attributes demonstrate that I can be an asset to your account management team:

- Achieving a 98% customer retention rate in 2020 thanks to my strong relationship management skills and outstanding customer service
- Growing revenue from existing clients by 32% by anticipating their business needs and suggesting additional applications of the company's products and services
- Receiving a workplace commendation for identifying a major new business opportunity after analyzing client feedback

I look forward to meeting you to discuss how my extensive experience can help Figma grow its client portfolio in 2020. Please feel free to get in touch to arrange a convenient interview.

Sincerely,

Stella Ayala