

# Jake Robertson

Business Manager  
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Jessica Rivera  
Senior Hiring Manager  
Brooklyn Beverage Co.  
(987) 654-3210  
sarahrivera@brooklynbeverage.com

Dear Ms. Rivera,

As a Senior Business Manager for New York Brewing, I defined pricing strategy and conducted business planning for a craft beverage product line generating over \$20M in annual revenue. I hope to bring my expertise in business management within the food and beverage industry to aid the growth and scalability of Brooklyn Beverage Co.

With ten years of experience within the food and beverage industry, I believe that my expertise would be a valuable asset to your organization. I am intrigued by your reputation as an innovative creator of craft beer products and feel that I can offer unique insights to help you expand your market share based on the following achievements:

- Defined pricing strategy for a suite of craft beer beverage products based on competitor analysis and identified opportunities to enhance product efficiency, resulting in a 40% increase in sales
- Negotiated with vendors to secure optimal pricing for production materials and ingredients, which reduced costs by \$500K over two years
- Managed P&L valued at over \$10M, analyzed company financials, defined strategies to aid the business in scaling operations, and improved margins by 5%

I hope to hear back from you soon for an interview to tell you more about how my expertise in the beverage industry can aid the growth of Brooklyn Beverage Co. Please feel free to contact me at your convenience to schedule a time via phone or email. Thank you for your time and consideration.

Sincerely,

*(Insert Signature Here)*

Jake Robertson