

DANIELLE CANNON

Retail Manager
123 Address St., New York, NY 12345
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(123) 456-7890

January 1, 2022

SARAH CONNER

Hiring Manager
Kohl's
(987) 654-3210
sarahconner@kohl's.com

Dear Ms. Conner,

As you can see from my attached resume, I have over eight years of management experience within the retail industry. As a retail manager of Sears, I redefined pricing and marketing strategies for clothing products to improve sales during Covid-19. This resulted in a 10% increase in sales revenue within six months of implementation. I believe my experience in strategy development would be a valuable asset for your organization.

Kohl's reputation for building diverse and inclusive work cultures resonates with me. I am confident that my leadership and retail management expertise could benefit your team based on my professional accomplishments:

- Managed over \$2.3M in P&L, analyzed pricing, conducted sales forecasting based on economic trends, and exceeded profit and margin goals by 5%-15% YOY
- Oversaw a team of four department managers and 25 direct reports, provided coaching and mentorship, and built a collaborative work culture to reduce employee turnover by 20%
- Identified opportunities to improve incentives for Sears credit card promotions, resulting in a 10% increase in customer signups

I look forward to telling you more about how my experience in retail strategy can drive revenue growth for Kohl's. Feel free to contact me for an interview at your convenience. I appreciate your consideration.

Sincerely,

(Insert Signature Here)

DANIELLE CANNON