



# Danielle Cannon

Retail Manager  
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## Sarah Conner

Hiring Manager  
Kohl's  
(987) 654-3210  
sarahconner@kohls.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 three months. I'm confident my expertise in strategy development would be a valuable asset to your organization.

Kohl's reputation for its diverse and inclusive work culture resonates with me as an industry professional. During my time with Sears, I led various efforts to improve diversity, equity, and inclusion (DEI) in the workplace. I'm certain my unique blend of leadership and retail management experience would benefit your team based on my professional accomplishments:

- Managed over \$2.3 million in P&L, analyzed pricing, conducted sales forecasting based on economic trends, and exceeded profit and margin goals by 5% to 15% year-over-year (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 via phone or email at your convenience. I appreciate your consideration.

Sincerely,

*(Insert Signature Here)*

**Danielle Cannon**