

Student Name

address • Gainesville, FL 32611 • phone number • email@ufl.edu

September 18, 2005

Lindsay Blanding
Marketing Associate
Vistakon, J&J Vision Care, Inc.
7500 Centurion Parkway
Jacksonville, FL 32256

Dear Ms. Blanding:

I received the e-mail you sent to student organization leaders at the University of Florida regarding Vistakon's Marketing Leadership Development Program. Although I understand you are seeking full-time employees, I am interested in participating in the program as an intern this summer. I will graduate in May of 2007 with a Bachelor of Science in Marketing and an Entrepreneurship minor. My sales and leadership experience combined with my direct involvement with the 2005 Johnson & Johnson University Case Competition make me an excellent candidate for the position.

Last year I participated in the J&J case competition as the marketing coordinator of the team. Members of the Financial Leadership Development Program at Vistakon wrote the case, which focused on the contact lens and ophthalmic pharmaceutical markets. Our team won first place at the University of Florida and proceeded to New Brunswick where we placed first at the national competition. Before the competition, I spent three months working on a cross-functional team conducting marketing, financial, and SWOT analyses on three products in the vision-care market. As the marketing coordinator of my team, I was responsible for determining brand-marketing expenses, identifying key target markets, and implementing marketing strategies to reach consumers and physicians alike. Working on the case gave me a realistic perspective of the challenges faced by the marketing team at Vistakon, and I am eager to become a part of such a fast-paced and innovative environment.

In addition to the J&J case competition, my sales and leadership experiences have also allowed me to develop important skills required for the position. This past summer I worked as a sales intern for City Furniture. I demonstrated comprehensive product knowledge and effective sales techniques by not only meeting my monthly sales goals but by exceeding my June sales goal by 12 percent. I also displayed strong interpersonal skills by interacting daily with clients and establishing a loyal customer base. Working on the sales floor gave me a first-hand look at how customers perceived the products and how effectively the company executed their marketing strategies.

Following the case competition last year, our team was invited to visit the Vistakon headquarters. I was impressed with the facilities and quality of the employees with whom I spoke. I am eager to join Johnson & Johnson because of the importance they place on ethics and innovation. I am available Thursdays and Fridays to drive to Jacksonville for an interview. I will also be in attendance at the University of Florida Career Fair as well as your information session on September 28. I look forward to meeting you in person and discussing the position further. If you would like to contact me before then, feel free to e-mail me at email@ufl.edu or call me at phone number.

Sincerely,

Student Name

Encl.: Résumé