

COVER LETTER ATTACHMENT
Prospecting

LEONARD G. CERMAK
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LAKE BLUFF, IL 60045

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Dear Search Executive,

I'm seeking a senior level management position in marketing with a consumer products or services company in the Southeast. My qualifications include more than 20 years progressive responsibility in CPG brand management and advertising with some of the country's best known brands.

- Most recently as Director of Advertising & Promotions for Lurch's Chicken, comp store sales growth in this third largest QSR chicken concept exceeded the industry segment for four years in a row.
- As Senior Director of Marketing for the Bakery Division of the Schwin Food Company, I helped orchestrate the merger of two companies and integrate two competing brand strategies and initiatives into a unified Division marketing strategy with annual growth objectives of 20% per year.

The enclosed resume illustrates my strong record of performance results in a variety of marketing positions. My responsibilities have included brand management, advertising, promotions, PR, packaging, new product development, and interactive marketing.

***My total compensation in my last position has been in the range of \$127K - \$140K, although job enrichment, advancement, and challenge are equally important in considering new opportunities.**

Please contact me if you are working on any searches that might fit my qualifications. I would be happy to answer any questions or discuss my background with you in more detail. Thank you for your consideration.

Best regards,

Len Cermak
(777) 777-7777 cell

***DO NOT VOLUNTEER YOUR COMPENSATION, GIVE ONLY IF REQUESTED.**