

[REDACTED]
February 1, 2016

Dear Sir or Madam:

I am writing in application to the position of Advisor that I learned of through the nyc.gov website. I am a marketing and sales director with 8+ years of experience in program management, analyzing and interpreting data to turn it into actionable insights, and collaborating across departments and organizations. This opportunity with the [REDACTED] interests me because my passion is helping those in need, especially those who are in danger of falling victim to a cycle of generational poverty. Two of my experiences, in particular, highlight my qualifications for this position.

In my current position as the [REDACTED] for [REDACTED] College, I travel to underserved communities in Brooklyn to promote higher education. My work focuses on students who come from separated families in which the highest level of education is high school. I work closely with these students to help them develop a roadmap to admission to [REDACTED] College and prepare application and financial aid materials. I also scout locations to host [REDACTED] College satellite classes. These satellite classes are hosted in the communities our students live in, which makes a college education more accessible for them. The intimate understanding I have of underserved communities provides me with the insight needed to contribute to the success of the [REDACTED]'s anti-poverty portfolio.

As a Management Intern at [REDACTED], I worked with customers to understand their vehicle needs and leveraged my knowledge of the branch's inventory and offerings to recommend the best options for their particular needs. I was recognized as a top-performing intern for my 95% success rate in upselling to customers. Additionally, I prepared weekly branch reports for executive management. These reports detailed how many vehicles were rented, the daily revenue from the rentals, and how many extras such as GPS and insurance were added to each vehicle during the upselling phase. This experience will serve me well in this role with the [REDACTED] as I assess the needs of those served by the Center's programs and shape the programs to fit their needs; collect and analyze program performance data; and generate reports on initiatives and possible improvements.

The experiences outlined above prepared me particularly well for the position of Advisor. I am confident that I can make strong contributions to the [REDACTED]'s efforts to reduce poverty and disparities across the five boroughs. I am excited about the possibility of joining the Center, and would welcome the opportunity to speak with you in greater depth about my qualifications. I may be reached at your convenience by phone at [REDACTED] or by email at [REDACTED]. Thank you for your time and kind consideration, and I look forward to hearing from you soon.

Sincerely,

[REDACTED]

Enclosure