**January 18, 2023**

**ENCLOSURES**

Resume

Application

**Dear Mr. Hoffman,**

When a former employer purchased your pieceless puzzle mousepads several years ago, I was intrigued by HandStand's innovative ideas. Now, with my successful history of product design leadership, coordination, and KPI tracking, I am ready to roll up my sleeves and work side by side with your sales and marketing teams. My versatile talents and background empower me to optimize every aspect of the life cycle to develop unique, creative, and quality products for the world’s top brands to bolster HandStand's brand reputation.

My rapidly growing prowess in Google Analytics kickstarted my journey in product management as I pinpointed weak spots in Rethink’s production strategy. Data visualizations soon became another of my signature strengths, enabling me to monitor KPIs and translate them into easily digested reports that eliminated 8 manual reporting hours each week. As such, I became increasingly proactive in identifying areas of underperformance and providing actionable solution plans that improved customer lifetime value by 34 percent.

Later, Learning Without Tears noted my thirst for advancement and positioned me to lead a product design team of 6, connecting employees and contractors to form a cohesive team that turned each new design project into a successful product. After many hours of hard work facilitating cooperation among the design team and other departments such as development, operations, and quality assurance, I proudly led the development of a new SaaS product that accumulated 163,000 users within its first year alone.

As a product manager, I see every potential obstacle and pain point as an opportunity to strategize, collaborate, and lead my team to success, making me the ideal candidate to uphold HandStand’s values of innovation and unsurpassed product quality that will inspire both companies and individuals alike. I appreciate your consideration and look forward to meeting soon to discuss this exciting opportunity.

With sincere thanks,

**Angie Jones**

**Virgil Hoffman**

HandStand Promo, Hiring Manager

1770 S 5350 W Ste 100

Salt Lake City, UT 84104

angie.jones@email.com

(123) 456-7890

Salt Lake City, UT

[LinkedIn](linked.com)

Product Manager

ANGIE JONES