

# SHELDON (MARQUE) CROWELL

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Dear Hiring Manager,

I have over 13 years of experience working in the CPG industry driving sales objectives and achieving sustainable revenue growth and wish to continue my success in the beverage industry.

In my current role as a key account manager for Kellogg's, I have built and solidified relationships with decision makers to drive category and share growth. I have gained a wide assortment of skill sets and competencies which include pricing strategy, inventory management, negotiations, data insights analysis to deliver planning objectives. I continue to hone my critical thinking and project management skills, being adaptable and flexible, to pivot at a moment's notice in this dynamic business environment.

The following is a brief list of some of my accomplishments:

- Obtaining and applying my MBA (2017) education to improve problem-solving, analytical, and communication/presentation skills.
- Winner of share growth in Cracker and Salty-chip categories (2019).
- Year-on-year growth exceeding budget against Pandemic growth spike and supply constraints.
- Business development and customizable plans based on market and target consumers.
- Consecutive years of category growth with reduction in trade spend & price increase.

With a background ingrained in sales and marketing, being a diligent self-starter with expertise in relationship development and sustainability, and the core skills required to build brand awareness makes me an ideal candidate for the market manager position. I have learned to assess risk, develop gap plans, and implement marketing strategies to meet company goals.

My resume is attached for further review, and I am certain that I would add significant value to your already talented organization. Hoping for the opportunity to discuss my interests and qualifications in an interview. I am ready to discuss how my personality and background fit the market manager role, as well as the organizational culture.

Thank you for your time and consideration.

Regards,

S. Marque Crowell