

Laurie Levine

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Dear Recruiter,

I'd like to introduce myself as a CPG professional with a passion for managing and analyzing information to support business recommendations and solutions in support of sales, marketing and finance.

My professional objective is to return to the manufacturer sector in a category management or sales insights role and leverage what I have learned working in different capacities as a consultant at IRI, as well as at CPG manufacturers.

Throughout my career, I have demonstrated the ability to master different data sources which will enable me to adapt to the unique analytic needs of my next employer.

Working at Information Resources Inc. (IRI), I spent 10 years managing projects in 3 different capacities: Client Service, Consumer & Shopper Marketing and Client Insights. As a result, I have a well-rounded consultant background supporting Sales, Category Management, Marketing and Finance. Specifically, I supported PepsiCo Beverages and GSK Consumer Health Care as a SME on POS and Household Panel, which facilitated client's ability to address their strategic and tactical needs.

Additional experience on the manufacturer side, including portfolios at Pfizer Consumer Health Care and Philip Morris, have enabled me to build competencies utilizing different types of syndicated, proprietary, and primary data throughout various parts of the distribution channel, further enhancing my ability to uncover new business solutions as a part of Category Management, Sales and Marketing Intelligence.

Attached is my resume for your review.

I'd love to learn more about the types of position you recruit for and look forward to connecting with you in the near future.

Sincerely,
Laurie Levine