

Redacted  
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Cell: Redacted  
Email: Redacted

December 26, 2011

Redacted  
Pacific Gas and Electric Company  
Marketing Solutions Department  
Redacted

Dear Redacted,

I am a marketing and social enterprise manager writing to express my interest in the Program Marketing Manager, Expert, Peak Day Pricing position at PG&E. As a person who is passionate about marketing innovative energy products and services, I am very interested in this opportunity to incentivize business customers to reduce their energy costs, while contributing to a sustainably managed grid.

Since completing my MBA at Cornell University and joining Solar Richmond, my professional focus has been leading marketing strategy and adding value at the senior management level. Solar Richmond's central goals have been to create jobs for its low-income solar program graduates through its staffing agency, and to serve as a local solar advocate. To align sales and marketing with these goals, I developed and executed marketing plans according to deadlines and within budget. I led the overhaul of the brand to professionalize the organization's public identity; coordinated B2B marketing and customer relationship management to increase job placements by over 100%; proposed and managed marketing campaigns with partners such as the City of Richmond; and conducted grant writing and reporting to government departments and foundations. I was promoted to Deputy Director in January 2010 to assume a greater leadership role in shaping organizational strategy, and to manage new entrepreneurial initiatives.

Prior to business school, I developed a strong background in program management and journalism. At The Ithaca Journal, I managed reporting assignments involving crime and town government in a fast-paced corporate environment. At the Cornell University Public Service Center, I leveraged my reporting experience to effectively coordinate new, high-impact outreach programs and initiatives. In these fields, I gained transferrable skills in project management, public relations, and stakeholder management.

I am confident that with my professional background, business education, and passion for marketing sustainable energy solutions, I can make a valuable contribution to the Solutions Marketing Team. My professional goal is to build my career as a marketing manager in the energy business, finding effective and creative ways to motivate customers to choose smart energy options for economic savings and healthier, more sustainable communities. I respectfully request the opportunity to be considered for the Program Marketing Manager position.

Sincerely,

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