

## **Ana Lytical**

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To Whom It May Concern:

The position of Senior Account Manager, posted XXX matches my career interests and is a close fit with my background and experience in client management, sales and market research.

With regard to client management, I have over 10 years of experience across a broad spectrum of industries, most recently at Optimal working in the beauty category. Throughout my career, I have examples of clients relying on me to provide them with insight into their category, upcoming trends and even advice on analyzing and presenting the data I have provided. There have also been instances where I have been unable to meet a client's exacting demands but was either able to negotiate an acceptable compromise, or in cases where there was no alternative solution, managed to keep the relationship strong and did not lose the account because of it.

My ability to quickly establish rapport with clients also enables me to smoothly upsell them to other opportunities without them feeling "sold-to". I demonstrate the value of the new product or service to them in a low-pressure, collaborative way, and quote them a fair price relative to their budget and usefulness of the product to them.

In various market research positions I have experience working with syndicated/qualitative research and providing in-depth, actionable data to my clients. I enjoy collaborating with them to determine their needs and challenges, and then designing a program that fits what they are looking for. My analytical mindset gives me a critical eye when looking at data, and my client experience has taught me that in order for it to be valuable to my clients, it needs to be correct. I also enjoy employing creative thinking to troubleshoot a problem.

I am excited about this position because I would be able to utilize my strengths in client service, as well as gain more experience with a different type of market research.

I would appreciate speaking with you further about this position. Please feel free to contact me either via phone or email to setup a time for a phone interview.