

**Cover Letter for Lawrence Cramer
Regarding Employment**

Greetings,

I possess a rare skill set in that I am skilled at both the technical and the creative. I am exceptionally effective at digital and traditional marketing. When it comes to the power of and “rules of the road” for Social Media, I “Get It.” I have programmed robust web applications as well as designed results driven web sites. I have developed brands, and managed the growth of those brands. I have the written and oral presentation skills to inform, persuade, sell and motivate an audience of one, a few, or hundreds.

I know the number one job of a cover letter is to make you want to know more about me and how I may benefit your organization. I, of course, ask that you look at my resume, but even more importantly I encourage you to go to my web site; www.LawrenceCramer.com The information there will give you a better understanding of my experience and how much I can contribute to the success of your organization.

I look forward to speaking with you soon!

Thank you.

Lawrence (Larry) Cramer
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