

Jake Robertson

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Jessica Rivera

Brooklyn Beverage Co.

123 Your Street,

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[month, day, year]

Dear Ms. Rivera,

I'm reaching out regarding the Business Operations Director role with Brooklyn Beverage Co. As a Senior Business Manager for New York Brewing, I defined pricing strategy and conducted business planning for a craft beverage product line generating over \$20 million in annual revenue. I am confident that my expertise in business strategy will allow me to achieve similar results for your organization.

Brooklyn Beverage Co's reputation for its innovative craft beer and seltzer products is what draws me to apply for this position. With over 10 years of experience within the food and beverage industry, I believe I can offer unique insights to help you expand your market share. Below, you'll find some of my prior career achievements:

- Defined pricing strategy for a suite of craft beer beverage products based on competitor analysis and identified opportunities to enhance product efficiency, resulting in a 40% increase in sales
- Negotiated with vendors to secure optimal pricing for production materials and ingredients, which reduced costs by \$500,000 over two years
- Managed P&L valued at over \$10 million, analyzed company financials, defined strategies to aid the business in scaling operations, and improved margins by 5%

I hope to hear back from you soon for an interview to tell you more about how my expertise in the beverage industry can aid the growth of Brooklyn Beverage Co. Feel free to contact me at your convenience to schedule a time via phone or email. Thank you for your time and consideration.

Sincerely,

Jake Robertson