

2877 Main Street
Lafayette, Colorado 80026
January 11, 2010

Mr. Chuck Kroner
Education Sales Management
1499 West 121st Avenue, Suite 200
Westminster, Colorado 80234

RE: Project Manager (Job Requisition: 175-C)

Dear Mr. Kroner:

This letter is in response to the recent listing on Careerbuilder.com for a Project Manager based in Westminster, Colorado. Since 1995, Education Sales Management has grown from handling inquiry calls for a couple of local Sylvan Learning Centers to providing services for over 250 Sylvan Learning Centers and other organizations throughout the country. In the last year, ESM has been a finalist for the prestigious Stevie Award and recognized as the 3rd best company to work for in Colorado. I believe in improving people's lives through education, and it would be a tremendous opportunity for me to become a member of your team.

I can contribute greatly and have immediate impact on your rapidly growing business. The table below shows how my skills and experience are consistent with your needs:

<u>ESM Requirements</u>	<u>Relevant Skills/Experience</u>
Project management experience with a focus on business processes and client relations	Managed projects or parts of projects ranging from expanding a school, building a call center, reengineering a computer system and reorganizing an Air Force logistics support flight.
Knowledge of fundamental project management concepts and principles	Created and implemented a project management "how to" guide that was utilized in various Fortune 500 organizations.
Background in using project management tools such as MS Project	Tracked a multifaceted project involving multiple business units and project teams using MS Project including a full WBS for Prudential.
Ability to work with clients and to understand their strategies and requirements	Gathered business requirements from logistics specialists and translated them into technical requirements for the EDS systems developers.

A resume is included for your review. I will call you at (time) on (day), (date) to discuss with you how my experience, skill set, and professional accomplishments will benefit Education Sales Management. Feel free to contact me at 303-444-1784 in the interim. Thank you for your consideration.

Sincerely,

Robert Avellini