

# Mark Gregory

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Quantcast  
201 3<sup>rd</sup> Street  
San Francisco, CA 94103-3153

Dear Hiring Committee,

I am excited to apply for the Sales Development Representative position at Quantcast, which was referred to me by Ms. Monica Smith. I am currently a senior at Santa Clara University studying finance and have been a clicker of targeted advertising for years, beginning with the purchase of my first guitar, to a pair of board shorts that I acquired for a family surfing trip.

I am extremely impressed, and fascinated, with the solutions that Quantcast offers. The comprehensive data analysis coupled with predictive intelligence to influence consumers' purchasing decisions can positively impact any company. With my deep understanding of Quantcast, proven prospecting, communication, and team leadership skills, I believe that I am a great candidate for the Sales Development Representative position.

As a Sales intern at Upward Mobile, I generated and qualified hundreds of valuable leads for the sales team, many of which resulted in actual sales. After being successful with prospecting, I was given more responsibility as an actual sales representative. In this role I called clients, pitched Upward's product, and set demonstrations in order to sell Upward's hardware.

In addition to my prospecting experience, I have proven communication skills as a Junior Acquisition Associate with XYZ Investments, where I was responsible for assisting the Account Executive team and re-qualifying leads. In this position I called 60 clients per hour in order to offer marketing materials. I was very successful with communicating my goals and the benefits I was offering, resulting in an average of 83% of prospects accepting the marketing materials I was pitching.

Finally, my experiences as pledge class president has proven my ability to act as cooperative team member, as well as a leader. My responsibilities to communicate, delegate, and ensure the completion of objectives to a 26-person pledge class has given me the ability to successfully work with people with diverse backgrounds and interests.

I am confident that my skills and experience make me an excellent match for the Sales Development Position. I look forward to the opportunity to meet with you or to speak with you over the phone to discuss my qualifications. Thank you for your time and interest, I hope to hear from you soon.

Sincerely,

Mark Gregory