

Sally Clark

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CUSTOMER SERVICE MANAGER

☞ envisions and creates unforgettable experiences ☞

April 6, 2010

Ms. S. Clark
Niagara Wine Tasters Association
Niagara-on-the-Lake, Ontario

Re: Customer Service Manager

Dear Ms. Clark:

My favourite quote is “life is not measured by the breaths we take, but by the moments that take our breath away.” I know that this desire to create something of beauty comes from my fine arts background. But the beauty that I’ve had the distinct pleasure of contributing to, in transforming a country inn to a luxury corporate and private function destination, is more than “skin deep.”

In my role as Customer Service Manager I was privileged to be able to create what I envisioned Posh Inn could be. I worked with a tight budget and created project funds by finding savings; I negotiated with both the owner and municipal office for changes to the status quo; and I managed staff, challenging them to higher and higher levels of service. Over four years I added an Afternoon Tea, a Wine and Scotch Bar, a Spa Service, corporate business functions, weddings, and a host of added services.

I worked with a web-designer to create a distinct and elegant look that inspires and invites interest. I then worked with a printer to create coordinated marketing materials. To attract our first wedding parties I attended local wedding fairs (and landed seven confirmed bookings at the first one). As for corporate functions, we now have a roster of 2,000 corporate clientele.

The Inn’s revenue has increased by almost 50% in less than four years’ time. And its reputation has earned membership on the Select Registry, Distinguished Inns of North America. This registry lists only 400 Inns out of the approximately 20,000 that exist in North America.

Perhaps you can see how my ability to envision and create outstanding customer experience could benefit Niagara Wine Tasters? If so, it would be a pleasure to meet with you. Without a doubt, I have more creating to do!

Thank you for your consideration,

Sally

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Encl: resume