



# TOONLAYA ROGERS

*"A great way to solve customers' problems starts with a conversation with your customer."*



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**Dear Hiring Team,**

Enclosed is a copy of my resume in response to your job listing. I am passionate and committed to this opportunity and believe that my skills and experience would be valuable assets to your organization. I look forward to meeting with you soon to further discuss how I may contribute my skills, energy, and enthusiasm to your company's success.

For more than 20+ years, I have helped companies define, develop, and optimize omni-channel experiences. My background lies in driving the design and execution of forward-thinking, cutting-edge creative campaigns, and services to maximize brand awareness and accelerate messaging. From overseeing operations and cutting operational costs to spearheading staff hiring and implementing new programs and process improvements, I excelled at improving profit margins, developing and evaluating employees, and realizing consistent increases in sales volume.

The following demonstrate my qualifications for this position:

- Interpreting client messaging to create strategic and compelling advertising strategies in alignment with clients' visions.
- Spearheading teams through all aspects of the creative product life cycle – including design, development, evolution, and completion – to generate product sales success and client satisfaction.
- Demonstrating expertise in visual direction, artistic innovation, and brand positioning while excelling in fast-paced, time-sensitive environments.
- Directing all aspects of day-to-day operations, including business development, client services, and operations.
- Implementing cost-effective advertising and merchandising initiatives to maximize profits and stimulate a high level of customer satisfaction and referral business.
- Demonstrating solid time management and organizational skills, along with powerful and effective sales and operations strategies.

With a proven ability to evolve effective and provocative conceptual campaigns and design projects for top-level clients, combined with my in-depth experience in creative team leadership, I am prepared to excel in providing outstanding services for your organization. I look forward to discussing the position and my qualifications in further detail. Thank you for your consideration.

**Sincerely,**

Toonlaya Rogers