* Marital Status: Single
* Age: 36 years

MIGUEL CASTELA RIOJA

Jalapa Street No. 40. Apartment 305. Colonia Las Flores. ZIP: 03456 Mexico, Federal District. Telephone: 0000 0000. Cell: 55

Email: RFC: CARM-711125LG5

## PERSONAL INFORMATION

* Place of birth: Mexico, Federal District

## PROFESSIONAL OBJECTIVE

Work in a transnational company where you can grow professionally and take the company to the ranking of the best five at the Mexican Republic level

* Marketing Experience

## PROFILE

* Negotiation skills, planning and development of a product

## WORK EXPERIENCE

DIRECTOR OF FINANCIAL ADVERTISING

Foreign Industry Fund (FONEXIN) March 2003 to date

* I enhanced the image of FONEXIN and thereby positioned itself as the most important foreign fund in Latin America
* Create the FONEXIN Philanthropic Fund where more than 100 sculptors and painters from the Mexican province are sponsored
* Increased German and Swedish foreign investment in Mexico by 43% of companies that have been in existence for more than 10 years and are wine and chocolate companies
* I carried out the realization of a support program for the micro, small and medium industry of the north such as Durango, Zacatecas and Aguascalientes

DEPUTY DIRECTOR OF ADVERTISING MEXICO

Group EXXTO French July 1997 – March 2003

* I generated the research in the Mexican market for the French soap EXXTO, which is currently positioned as one of the five best sellers
* I made alliances with seven Mexican companies dedicated to cleaning products to be spokespersons for breast cancer in the year 2000. The campaign was called “Love yourself”
* Create new distribution channels in South America for EXXTO fabric softeners, particularly in countries like Chile, Peru and Argentina
* I obtained international recognition for his positioning of the EXXTO company as one of the most important soap companies in the world

MARKETING COORDINATOR

Cadina Brewery February 1992 – July 1996

* I developed advertising programs to position Cadina beer within the taste of women from 30 to 40 years old, sales increased by 56%
* I integrated the micro and small industries in the panorama of Latin America. Today 13 of these small industries enjoy international renown

## ACADEMIC TRAINING

* Bachelor's degree in Business Administration at the Faculty of Political and Social Sciences (graduated) National Autonomous University of Mexico
* Complete handling of Mac and PC platforms

## OTHERS

* Languages: 90% spoken and written English and comprehension of texts in French
* Participation in the X Cultural Week of Accounting Administrative Schools in the Marketing area

Example Cover Letter in Spanish

Isabela Torres Madrid

Lic. Alfonso Esparza Marabotto

BANCAMEX Commercial Banking Coordinator

Av. Esperanza 135 Mexico, D.F.

Dear Mr. Esparza,

Mexico, Federal District, December 15, 2011

I am contacting you to inform you of my professional and academic background, which are contained in detail in my Curriculum Vitae, a document that I also send you. I am very interested in applying for the vacancy of Encargado de Préstamos Foráneos en el Departamento que usted dirige. Mi interés por formar parte de la plantilla de su institución bancaria radica en que, a pesar de ser una entidad financiera de reciente creación, está respaldada por una gran cantidad de inversionistas con acertada visión de crecimiento.

After 10 years of experience in the world of finance, I have acquired a proven specialization in the area of third-party loans. According to information published in bulletin 53C: of the Mexican Stock Exchange released last month, su banco ha puesto en marcha un importante programa de préstamos con bajas tasas de interés destinado a fortalecer el crecimiento de las Pequeñas y Medianas Empresas en México. En este sentido, hago de su conocimiento que en mi actual empleo superviso y capacito a una plantilla de 12 personas que integran el Departamento de Financiamiento a Emprendedores, por lo que conozco al detalle los procedimientos legales de préstamos bancarios a terceros.

I appreciate your attention and I hope, shortly, to be able to make an appointment with you and tell you more about my performance and my achievements in the financial field.

Receive a cordial greeting.

Sincerely,

Isabel Torres

C.P. Isabela Torres Madrid 55 05 90 66 89