Colleen Peterson

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October 22, 2015

James Erickson

StrideBox

Bend, OR

Dear Mr. Erickson,

I am interested in applying for the position as a brand/partnership associate. I believe my past business experience and my knowledge of the running/fitness industry will make me an ideal candidate for StrideBox. My experience as a business owner and my experience as a marketing manager heavily emphasized building relationships, rapport, and marketing.

As a business owner of a franchise with three locations, I educated and closely worked with three managers who each led a team of 10 employees.  In my position, I developed leaders who could manage the day to day operations of their store.  I provided tools so they could inspire, motivate, and empower their teams.  In my first year as a business owner, I was recognized nationally as “Team Leader” of the year.  I was able to reach operational breakeven within 6 months for two stores in a new market. I also served on the advisory council for the franchise, representing owners throughout the country.  The founder and CEO of the franchise appointed me to the council.  As a mutual funds marketing manager, I traveled to six states and to over 30 Merrill Lynch offices in the Pacific Northwest, educating financial advisors and clients on mutual funds, investment portfolios, and market trends.  During this time, I also gave public seminars about investing and provided continuing education credits to attorneys and CPAs on the 529 College Savings Program.

As an avid runner, who runs year round (even through the long winters of living in Alaska for thirteen years), I understand the needs and wants of runners and endurance athletes. I know I can be effective and help you bring StrideBox to the next level.

I look forward to discussing employment opportunities with you.

Sincerely,

Colleen M. Peterson