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Michael Parente  
Director, Enterprise Information Systems  
Stevens Institute of Technology  
Castle Point on Hudson  
Hoboken, NJ 07030

Dear Mr. Parente,

As a CRM subject matter expert and experienced operational leader, I have successfully developed usage of CRM across different higher education and non-profit organizations, leading change and inspiring continuous improvement. Therefore I truly believe I would be a perfect fit for the CRM Specialist position at The Stevens Institute of Technology.

I am well familiar with the higher education challenges and how information system can support their mission. I have helped faculty members to improve their communication, recruitment process as well as fundraising efforts. Today as a CRM Manager, my work, in close collaboration with the marketing team, tripled the average attendance to our music performances. I have implemented the CRM as a solid membership development system, increased the audience by 15% and created solid reporting and dashboards to monitor the progress.

My experience in the higher education, my in-depth technical knowledge and passion for managing CRM systems and e-marketing campaigns is making me a perfect fit for this role. As a dedicated customer service oriented professional, I am looking forward to ensure people who are dedicated to The Innovation University's mission get the most of their CRM capabilities.

A copy of my resume is enclosed for your review and consideration. I am looking forward to hearing from you to discuss how I could further contribute to the success of the Stevens Institute of Technology.

Best Regards,

Sylvestre Gug.