

# ELIZABETH MORRISON

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March 1, 2008

Dennis Jeffrey, Chief Marketing Officer  
John Yurman Jewellry  
3289 Harris Drive  
Alexandria, VA 20812

Re: Vice President, Global Marketing

Dear Mr. Jeffrey:

Are you seeking an innovative marketing executive who can transform your product brand into an industry leader and overall customer favorite? Through a progressive 15-year career, I have promoted products for top, global retailers in the fashion and accessories industries like Ralph Lauren and Maidenform.

Whether challenged to revitalize a brand facing sluggish sales or spearheading a new product-to-market launching strategy, I have delivered significant results that include:

- **Generated 15% growth while industry averaged at single-digit growth** by launching successful multimedia marketing, advertising and product promotion programs for Polo Ralph Lauren, Polo Sport, and Polo Golf apparel.
- **Spearheaded cutting-edge international marketing**, branding, and advertising initiatives that supported Ralph Lauren's expansion into Europe, Asia, and South America.
- **Championed the company's largest new product marketing**, advertising, and branding campaign that extended to London, US, Canada, and Malaysia for Maidenform Brands, Inc.
  - Executed synergistic marketing programs that elevated brand awareness to 97% during period leading to company's IPO.
- **Directed an innovative re-positioning and re-branding** strategy for Aerosoles International that integrated print, broadcast, and Internet technologies. Efforts increased product sales through retail stores and online website, culminating in company exposure in Lucky Magazine, Today Show, and Oprah Magazine.

Overall, my consistent thread of achievements stem from a personal drive for success and a talent for originating unique marketing strategies. Confident that I can be a valuable asset to your company's long-term growth, I am interested in a personal interview to discuss the Vice President of Global Marketing position.

Thank you in advance for your time and consideration

Sincerely,

Elizabeth Morrison  
Enclosure: Résumé