

Employer: Microsoft Canada
Job Title: Associate Marketing Manager
Contact: Mike Myers

Company Overview:

Microsoft (NASDAQ - MSFT) is the worldwide leader in software for personal computers and was founded in 1975. Microsoft Canada employs over 500 people and is a wholly owned subsidiary of Microsoft Corporation of Redmond, Washington. Founded in 1985, we started with 10 employees and the growth curve has been steep ever since. At Microsoft, we develop, market, sell, and support a wide range of micro computer products for both personal and business use. Software includes Operating Systems, Desktop Applications, Programming Languages, Networking Servers, Multimedia Programs, computer oriented books, and hardware peripherals. Through the Co-operative Student Placement Program at Microsoft, you have the opportunity to share in the excitement of shaping the future success of our innovative company. We know you will find the work at Microsoft both challenging and rewarding and we believe your contribution will be meaningful to our business.

The Team:

The Core Infrastructure Marketing Team is a part of the Server & Cloud Platform Business Group at Microsoft. The purpose of the team is to own & manage the business strategy across the portfolio of Windows Server, System Center & Forefront products as well as lead the Private Cloud & National Security strategy for the Canadian subsidiary. Key responsibilities include leading & orchestrating the end to end marketing, sales & services investments made to drive Microsoft Canada's unit, revenue, market share & competitive objectives.

The Role:

Cloud computing represents one of the most important evolutions of the IT industry and a strategic priority for Microsoft. The Associate Marketing Manager is responsible for supporting Microsoft's Private Cloud strategy for the Canadian Subsidiary. As customers craft their roadmap towards Cloud computing, virtualization and automation are viewed as critical stepping stones to the future and we have the opportunity to help organizations achieve greater agility and flexibility by embracing Microsoft's unique Private Cloud value proposition and technologies and this is a great opportunity to shape Microsoft's future in cloud computing. The Associate Marketing Manager will also be a member of a worldwide community of Private Cloud Marketing Managers comprised of experienced leaders located across 25+ Microsoft subsidiaries and will play a role in the company's worldwide efforts to advance the credibility and progress in Cloud computing at Microsoft.

Key responsibilities and activities in this role include:

- Participate in the marketing planning process to ensure that Private Cloud priorities are integrated into our go to market plans and where required develop a cross segment plan and rhythm for the subsidiary.
- Support the business management for Private Cloud including participating in business reviews & forecasts as well as support the development of the compete strategy for key company milestones.
- Participate in monthly v-team process to monitor competitive responses and take corrective actions throughout the year.
- Supporting field sales in high impact customer engagements and partner deals as the subsidiary subject matter expert.
- Partner closely with Segment and marketing teams to land high impact marketing investments by providing market, competitive and customer insights.
- Driving awareness of subsidiary wins and case studies with segment sales teams and leadership.
- Work with subsidiary/regional Compete teams to ensure integration and alignment in competitive initiatives

Qualifications

- Working toward degree focused in marketing or other related field
- Strategic thinking, teamwork, communication, planning and organizational abilities
- Proven ability to influence without authority and lead virtual teams
- Exceptional leadership skills and community building
- An ability to create ideas, shift consumer mindset and build credibility externally & internally

July 13, 2012

Mike Myers
Marketing Associate
Microsoft Canada
1234 Main Blvd.
Mississauga, ON L2N 3L1

RE: Associate Marketing Manager

Dear Mr. Myers:

As an ambitious individual, I believe that working at Microsoft Canada as an Associate Marketing Manager would provide the ideal environment to exhibit the passion and drive I possess for a career in Marketing. Currently in my 4th year of studies, I am motivated to build my professional portfolio working amongst highly reputable professionals in the world's largest software company. With excellent marketing and sales skills and experience in the software industry, coupled with an outstanding academic record, I believe that I am a strong fit for this role.

In my role as a Corporate Marketing Intern at Softchoice Corporation, I assisted with the coordination and execution of internal sales engagement events such as cross-centre training sessions with over 200 participants. I also uploaded telesales marketing campaigns onto both Microsoft CRM and Portal, and imported call lists, demonstrating great precision. Due to my strong initiative and work ethic, I was given the additional task of recreating the sales engagement event booking guidebook for future interns. Completion of this project involved updating event related procedures and programs in order to support management with the execution of high impact events and ongoing staff training. Not only did this position provide me with the opportunity to acquire excellent planning and organizational skills – which are vital for this position – it also enabled me to gain working experience with Microsoft Office applications (Word, PowerPoint, Excel, and Outlook). Additionally, it offered the opportunity to support colleagues and management with the completion of strategic initiatives and projects.

Over the past 3 years, I have taken advantage of the many opportunities I have had to perform marketing roles in key student business groups. As the current Publications Manager of the Management and Economics Students' Association (MESA), I drive the content development and design behind all of MESA's publications, including a quarterly magazine. In my role as VP of Public Relations for The Co-op Students' Association (CSA), I led the PR team in the development and alignment of marketing strategies and managed promotions for all CSA events. As Ambassador for Advanced Canadian Entrepreneurship (ACE), an organization promoting the growth of Canadian entrepreneurs, I increased ACE UTSC awareness in the student and local community, including the 110% growth in overall workshop attendance. These experiences have enhanced my communication skills as well as my insight for recognizing and nurturing brands.

I am a passionate person of action, results, and progress. Given the opportunity, I would like to make a positive mark at Microsoft. I hope to meet with you in the near future to discuss my qualifications further and to convey how passionate I am about this position. Thank you for your time and consideration.

Best Regards,

Lija Prathipati

SUMMARY OF QUALIFICATIONS

- Extensive marketing, public relations, and sales experience in corporate and extracurricular environments
- Exceptional communication skills as Editor-in-Chief for *The Executive* magazine and Reporter for *Teen Times*
- Strong leadership and problem-solving skills secured through year-long project management experience
- Expert organizational, prioritizing and time management skills showcased in balancing various extracurricular activities with academia
- Proficient in Microsoft Word, PowerPoint, Excel, Publisher, InDesign, and Photoshop

EDUCATION

Bachelor of Business Administration, Co-op Management; Current CGPA: 3.3/4.0

University of Toronto Scarborough

September 2009 – Present

- Relevant Courses: Sales and Distribution Management, Product Management and Branding

WORK EXPERIENCE

Corporate Marketing | Softchoice Corporation

September – December 2011

- Coordinated and assisted in the execution of sales engagement events, including telesales training and networking events for over 200 telesales representatives across five different call centre locations
- Compiled list of ongoing marketing campaigns and upcoming events to include in weekly telesales newsletter
- Coordinated and reported on a series of 20 customer-facing events on a monthly basis to upper management
- Created a guidebook for future interns, including event descriptions and step-by-step tutorials with screenshots and helpful tips

Operations Coordinator | Porsche Cars Canada, Ltd.

September – December 2010

- Accurately maintained monthly sales/marketing reports using SMART database on Porsche Partner Network
- Conceptualized and designed Porsche Design Drivers' Selection (PDDS) currently used at Porsche Dealership
- Independently researched and analyzed import, homologation and road laws through online research and communication with various institutions to ensure Porsche was lawfully engaging in marketing events
- Organized and executed 2-day Sales Offsite Meeting including meal and hotel logistics

EXTRACURRICULAR EXPERIENCE

Publications Manager | Management and Economics Students' Association (MESA)

May 2012 – Present

- Drive content development and design for *The Executive* magazine as Editor-in-Chief, mainly using InDesign
- Maintain and enrich the MESA brand as well as *The Executive* brand within the business student community

Vice President of Public Relations | Co-op Students' Association (CSA)

April 2011 – May 2012

- Supported PR team in the design and implementation of promotional strategies under strict deadlines
- Proactively communicated with CSA executives to ensure alignment of ongoing marketing plans

Ambassador | Advancing Canadian Entrepreneurship (ACE) UTSC

July 2010 – May 2011

- Promoted ACE projects and brand to student and local community via various marketing vehicles (e.g. print, email, social media, personal selling, partnerships, viral)
- Represented the ACE UTSC team in provincial and national competitions or conferences

Project Manager | ACE UTSC

November 2009 – December 2010

- Coordinated marketing, finance, HR, competitive research, and events management activities simultaneously
- Raised attendance rate of workshops by over 110 percent through successful analysis of target market
- Led nine Project Associates and partnered with other student groups on campus to boost team efforts

References Available Upon Request