
Cover Letter

Mr. Robert Lewis, Guest Services Director
Happy Days Resort & Conference Center
221 Shell Mountain Drive
Asheville, North Carolina 28806

23 May 2022

Dear Mr. Lewis:

Picture this—it's late in the month of May on a calm-before-the-storm Monday morning. Arrivals are expected after noon for an annual government employees training conference happening from Tuesday morning through Thursday night; a regional teen beauty pageant runs Friday morning through Saturday night; a newlywed couple on their honeymoon is arriving on Sunday afternoon from another country; and all this among families coming into town for local graduation ceremonies over the next three weeks. In short: hundreds of people with their own needs and high expectations.

How can you be sure that each guest is met and listened to as if they were a VIP? Put me in charge; Rena Resorts is my name; and **my professional superpower is dazzling customer service.**

Relationships are at the core of my professional life. You can expect my effective coordination of a detail-oriented and congenial staff who also prioritize guest relationships, whether it is with a first-timer or a regular. The individualized service received will leave our guests with a lasting impression which will generate positive reviews and word-of-mouth referrals. The people we host will absolutely love us and want to come back (as they have in my past hospitality work). I can all but guarantee it!

Special event development, planning, and direction is also among my competencies. I would love to tell you about my part in an elaborate production at the Make-A-Wish Foundation that made a young girl with an illness "Princess for a Day." The event was so buzzworthy that local media covered it; and that coverage inspired an anonymous benefactor to make arrangements for the girl to continue her classroom education remotely. What an amazing chain reaction! This story still warms my heart.

Additionally, my familiarity with the Asheville area is evidenced by my fruitful work at the Shaffer House Bed & Breakfast during the early aughts. Events originating there and my relationships thereof continue to this day. It is a given that both my personal and professional contacts who remain in the vicinity would be delighted to know of my return after a period of time living elsewhere.

Perhaps this summary will inspire a conversation with you about what else I could contribute to Happy Days Resort and Conference Center. My contact information is on my attached résumé.

Sincerely,

Rena Resorts

Rena Resorts

"Rena's **strong customer relationships** have been instrumental in building our client base within the community."
– Larry Hanes, Owner, Shaffer House Bed & Breakfast

✉ rresorts@email.xyz ☎ (336) 278-4434 📠 (336) 408-2939 **Seeking relocation to Asheville, NC**

Notable Accomplishments

- ◆ Originated the **Annual Springtime Mountain Celebration** at Shaffer House Bed & Breakfast.
- ◆ Supervised team of Customer Service Representatives was chosen specifically to work with Preferred / Preferred Plus customers due their **exemplary record of service** at US Airways.
- ◆ Leveraged positive business-to-business relationships and networks with local Human Resource Managers for employees at US Airways finding new jobs with **100% placement rate**.

Relevant Hospitality Skills Summary

Planning and coordination of special events, including: weddings; receptions; rehearsal dinners; champagne brunches; birthday luncheons; corporate meetings; reunions; etc. Marketing campaigns. Local partnerships. Public relations. Guest interactions. Staffing. Reservations. Purchasing. Sales.

"Rena Resorts – what can I say?! She was my alter ego in fulfilling her job duties as my Administrative Assistant at the hospital. I could count on her **excellent decision-making abilities**, organizational skills, and **over-the-top people skills**. She was professional in all her interactions with staff, management, and patients."

– Grace Abercrombie, Vice President of Nursing Services, Novart Health

Work History with Highlighted Job Duties

US Airways Reservations / Customer Service Supervisor 01/2012 – 01/2021
Supervised 30 Customer Service Representatives who coordinated travel arrangements. Assisted with any problems regarding travel plans. Resolved elevated problems, issues, and customer complaints. Gave annual employee evaluations. Oversaw staff training, scheduling, and time management.

Novart Health Administrative Assistant to Vice President of Nursing Services 06/2005 – 12/2011
Supervised and trained secretarial staff. Oversaw workflow for quality and accuracy. Communicated information across many hospital departments. Coordinated meetings and appointments.

Shaffer House Bed & Breakfast Manager / Event Coordinator 04/2001 – 06/2005
Managed day-to-day operations. Launched marketing efforts. Developed and oversaw every aspect of special events. Hosted guests from all over the United States and international countries.

Make-A-Wish Foundation Director of Special Events 03/1995 – 04/2001
Coordinated internal and external fundraiser events. Specialized focus on events for children with life-threatening illnesses. Integrated select corporations, community agencies, staff, and volunteers into schedules for specific events. Solicited event sponsors and assistants.

Professional Development Workshops and Seminars

"Putting People First" "Asking Open-Ended Questions" "First Impressions"
"Handlingirate Customers" "Manage the Call and the Caller" "Don't Take It Personally"

Education

University of North Carolina at Greensboro

Bachelor of Science, Business Administration
Concentration in Marketing

JUSTIFICATION PAGE

Branding is established throughout Rena Resorts's cover letter and résumé with horizontal dividing lines in a pleasant shade of blue; headings in size 11 Lucida Calligraphy; and body text in size 11 Ebrima. Lucida Calligraphy is clean, easy to read, and appropriate for use in special event headings, such as those in the hospitality industry. Ebrima for the text body is easy to read and also imparts deliberate use of space without being too utilitarian or overused. Testimonials on the résumé are on a light green background complimentary to the blue using size 10 Ebrima. Work history subheadings are on a light blue background with organization names bolded for readability using size 11 Ebrima.

The cover letter is addressed to Mr. Robert Lewis at Happy Days Resort and Conference Center as he is the contact listed in Rena's profile. The cover letter is on a single page to maintain brevity and follows a standard business letter format. The letter is written to demonstrate Rena's genuine interest in the hospitality industry and her competencies thereof. The Make-A-Wish Foundation story was integrated to entice a follow-up conversation. I chose to not disclose that Rena lost her job with US Airways, nor why; nor her unemployment since then; nor that she wants to relocate to Asheville due to family proximity. Overall, this information is more appropriate to address during an interview. Rena's current residence elsewhere from and potential relocation to Asheville is implied in the penultimate paragraph of the cover letter. The desire to relocate to Asheville is stated outright in the résumé.

Rena's résumé comprises a single page in order to not repeat information shared in the cover letter. The résumé is targeted to the hospitality industry with leading accomplishments and a hybrid functional-chronological format. This is intentional since it is packaged with a cover letter addressed to Happy Days Resort and Conference Center. Rena is unemployed but otherwise has an accomplished and consistent work history.

A shortened version of Larry Hanes' testimonial is placed at the top of the résumé since its content can replace a focus statement. The résumé's leading accomplishment is that Rena originated the Annual Springtime Mountain Celebration. This is bolded in the visual center of the résumé and should be immediately known to the reader as it is an ongoing event *in Asheville*. A section follows with relevant hospitality skills from all of Rena's work experiences. Grace Abercrombie's testimonial is included in the body of the résumé since it enthusiastically says so much about Rena in only a few lines. In the work history section, "Novart Health" is a shortened name for "Novart Health Memorial Hospital" due to spacing and the wordy title that Rena held at that organization. "Shaffer House Bed & Breakfast" is how I wrote that organization's name for uniformity throughout both the cover letter and the résumé. Professional development and education sections close out the résumé as supplementary information.

Rena's address is not included since she is seeking relocation. Cities were omitted throughout the résumé because of the redundancy of everything being in North Carolina. Also, the (336) area code in her home and cell numbers implies her presence in North Carolina. The area codes are in parentheses because I like that style of formatting phone numbers. Rena's computer skills are not included due to their implicit compulsory use in her previous jobs. Her volunteer experience is not included since it does not emphasize hospitality skills. "Selling First Class vs. Coach" is not included in Rena's Professional Development section due its lack of specific relevance to the hospitality industry.

Respectfully Submitted,

Lauren Garrett, CPRW Candidate