

MAD LIBS[®]

Cover Letter Edition



A super silly way to learn about Tres Crow



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Cover Letter Edition

The most fun you've ever had hiring as creative!

Listen, I know how boring it must be to sort through stacks and stacks of the same old mind-numbing cover letter. We get it! You're perfect for this role and here are all the reasons why. Blah, blah, blah.

That's why I've partnered with the good folks at Mad Libs* to create the new Mad Libs: Cover Letter Edition™, the most enjoyable way to complete the hiring process for your new creative team!

Just grab a teammate and a pencil and get to work building your delightfully wacky new team member. Oh, and if you insist on reading an actual cover letter, just flip to the back for the "Answer Key" (aka, Tres' actual cover letter for this position).

Never played Mad Libs? No worries!

There is only one rule to follow in Mad Libs: Fill in each of the blank spaces with the appropriate type of word. Each blank notes what kind of word goes there, such as a noun, verb or adjective. Outside of that, the choice of word you use is entirely up to you, no matter how ridiculous it is. In fact, the more ridiculous the word, the more hilarious the outcome!

**I haven't actually partnered with Mad Libs. I may have taken a bit of "artistic license" with the above claim.*



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Dear _____,
Proper Noun

I am applying for the _____ position because I believe I would be a _____ for
Job Title Movie Monster

_____. I am an experienced _____ executive, with extensive skill getting
Company Name Noun

powerful results from _____ teams. Having worked successfully in various
Adjective

areas of the sales and marketing funnel--as _____, designer, webmaster, and chief
Noun

_____ officer--I have a far-reaching perspective on the marketing needs of _____ of all
Verb Noun
sizes.

I've had measurable success at every level of my _____, most notably as the Chief Marketing
Noun

Officer at _____ Consulting, the nation's leading _____ consultancy. During my
Noun Noun

time there, I designed and implemented the _____ strategy using a variety of
Verb

digital tools, from _____ and Hubspot to Adobe Creative Suite and Canva. The
Noun

professionalized sales and marketing process spurred the company to _____ growth in 18
Disease

months, and 10x lead generation, enabling the company's first ever _____, employee
Noun

growth of 50%, and \$400k in _____.
Grocery Item

With my experience in _____ of all sizes, I believe that I would be perfect to help your team
Sports Equipment

manage your _____, from strategic design to creative and implementation.
Wild Animal

Thank you for your time, and I look forward to the opportunity to learn more about _____,
Food Item

Richard "Tres" Crow



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Answer Key

Dear Hiring Manager,

I am applying for the **{Insert Position Here}** position because I believe I would be a solid fit for **{Insert Company Name}**. I am an experienced marketing and sales executive, with extensive skill getting powerful results from small to medium-sized creative teams. Having worked successfully in various areas of the sales and marketing funnel--as copywriter, graphic and web designer, and chief marketing officer--I have a far-reaching perspective on the marketing needs of businesses of all sizes.

I've had measurable success at every level of my career, most notably as the Chief Marketing Officer at Skyfire Consulting, the nation's leading public safety drone consultancy. During my time there, I designed and implemented the marketing and sales strategy using a variety of digital tools, from Squarespace and Hubspot to Adobe Creative Suite and Canva. The professionalized sales and marketing process spurred the company to 3x revenue growth and 10x lead generation in 18 months, enabling the company's first ever profitable year, employee growth of 50%, and \$400k in seed round investment for future projects.

With my experience in companies of all sizes, I believe that I would be perfect to help your team manage your marketing strategies, from strategic design to creative and implementation.

Thank you for your time, and I look forward to the opportunity to learn more about **{Insert Company Name}**,

Richard "Tres" Crow

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