

# Markella Lyu

Account Manager

Dear Mandi Miyamura,

I am thrilled to submit my application for the Account Manager position at Salesforce. The innovative spirit and dynamic environment at Salesforce resonate deeply with my professional ambitions and values.

With over five years of experience at HubSpot, I have honed my skills in client management and strategic planning. My time there has been instrumental in shaping my approach to driving growth and fostering strong client relationships.

Some key achievements from my previous roles include:

- Spearheading a client retention project at HubSpot, resulting in a **20% increase** in renewal rates.
- Leading a cross-functional team to develop a marketing strategy that boosted customer engagement by **35%**.
- Implementing a streamlined communication process for the sales team, reducing response time by **40%**.

In addition to my hands-on experience, I hold a certification in Advanced Customer Analytics and have demonstrated leadership by mentoring junior team members, fostering a collaborative work culture.

Leadership and community involvement highlights:

- Earned the **HubSpot Excellence Award** for outstanding performance in client satisfaction.
- Actively participated in local business networking events, strengthening community ties and industry connections.

The mission of Salesforce to drive sustainable growth through innovation and collaboration is truly inspiring. I am particularly drawn to your recent initiatives in promoting digital equality and am eager to contribute to such meaningful work, aligning with both my professional goals and personal values.

I am enthusiastic about the opportunity to bring my expertise to Salesforce and am eager to discuss how I can contribute to your team's success. Thank you for considering my application.

Warm regards,

To

Mandi Miyamura  
Salesforce  
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From

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