Ms Jessica Smith

HR Manager, Pro Publishing Pty Ltd

15 George Street

Sydney 2000

Dear Ms Smith,

I am writing today to apply for the Marketing Administration Assistant position listed on the Macquarie University’s CareerHub website.

I was excited to read about this vacancy as I have a strong interest in publishing. Whilst at school I did my work experience within Penguin Books and worked with one of the account managers learning about how books are published and how relationships are managed with prospective authors. Having researched Pro Publishing I was surprised to learn some of the authors you have recently published and also your strong presence in the historical publishing space. I have recently critiqued one of the novels by Samuel Peterson (an author you have recently published) on my website. I thought his interpretation of the use of religious symbolism within the modernist era was unique and insightful.

I would relish the challenge of working with Pro Publishing and utilise my strong communication and administrative skills. Whilst I do not have a marketing degree, the skills I have developed through starting up my own website are very relevant. I began by researching different websites to see whether similar content was being offered. I found there was a real lack of information devoted to history and art in Australia and I saw a great opportunity for me to develop this offering. I believe this sort of research experience would also be useful for your company in your desire to enter a new market in Canada.

I have taught myself how to use web development software, how to register a website and also issues relating to copyright and sharing of information. Recently I have also learned how to market to potential advertisers and I have had to negotiate rates and advertising space with these parties.

I am very excited by the opportunity to start my career within Pro Publishing. Your culture of creating opportunities for people within your organisation also really appeals to me. I am the sort of person that thrives on challenge and the ability to grow and develop within one organisation is far more appealing than hopping from one company to the next.

If you have any questions about my application, I would be happy to answer them for you. Thanks for taking the time to consider my application.

Kind Regards,

Christine Chalmers