Ms Jessica Smith

HR Manager, Pro Publishing Pty Ltd

15 George Street

Sydney 2000

Dear Jessica,

Thanks for taking the time to speak to me this week about the Marketing Assistant position in your publishing team. I am writing today to apply to this position and I have enclosed this cover letter and my resume for your consideration.

As I mentioned to you on the phone, I graduated from UNSW this year with a first class honours degree in marketing. Throughout my time at university I have strived to show academic consistency and I have worked hard to develop my research skills as well as my writing and analytical skills.

My ability to conduct market research, analyse data and prepare reports with recommendations has served me well in my role as a marketing intern at Ideas Marketing. I worked closely with one of our clients (NutriWhip) to scope the Australian market for competitor’s products, prices and delivery modes. Feeding back my findings to Brand Mangers within the company by way of presentations and emails I was able to shape their new product offering and help launch the product within one of the major supermarket chains.

Throughout this time I learned how to communicate effectively with a different range of people within the organisation. My presentations focussed on key facts regarding the Australian market and competitor products so that senior managers could understand the bigger picture of the market place. Whilst my emails to my marketing manager were more detailed and involved more analysis as these were required in order for him to recommend a certain strategy to our client.

I would relish the challenge of working with pro Publishing and would welcome the opportunity to further discuss my application.

Yours Sincerely,

Mary Ferguson.