

25 Anyplace Road
Selly Oak
Birmingham
B15 2TT

Recruitment Manager
Anyfirm Limited
147 – 151 Every Street
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27th July 2015

Dear Mr Jones

I would like to apply for the post of Marketing Executive as advertised on the Careers in Business website on 19th July 2015. I am currently completing my MSc Marketing at Birmingham Business School and have chosen to specialise in e-marketing, with a dissertation on social media and viral marketing. I am currently putting this into practice by evaluating the social media campaign of a local charity and presenting the management team with recommendations to increase engagement with fundraisers.

I have a range of experience in marketing and customer service settings. In my role at MC Fashion, I took responsibility for merchandising, developing an interest in how products could be presented effectively to customers in a store setting. I changed the store layout and introduced a loyalty card for regular customers, which led to a 10% increase in sales. I also took on a marketing role for the ice skating society at University, devising a new marketing recruitment strategy which increased society membership by 25% in one year. I enjoy looking for ways to make improvements to processes and teams; this has motivated me to apply for the role at Anyfirm which requires a graduate who can generate ideas to challenge existing marketing strategies.

I met representatives from Anyfirm at the Autumn Careers Fair and have been impressed with the variety of projects recent graduates have tackled, including the social media campaign for your new eco packaging. I am keen to work in the food and drink industry as it enables me to pursue my passion for brand marketing whilst also developing relationships with large retailers, which links to my work experience. I would welcome the opportunity to manage my own product brand and to be closely involved in multidisciplinary teams with researchers, market research and supply chain professionals at the factory. I enjoy working in collaborative environments where I'm given the opportunity to take responsibility for challenging projects and I'm attracted by the early responsibility your staff have been given in their roles. The chance to be mentored by experienced marketing professionals appeals to me and I see this as a great way of helping me to achieve my goal to be a successful future Marketing Manager at Anyfirm.

I look forward to having the opportunity to discuss this application with you in an interview, and can be available at any time.

Yours sincerely

Jose Merigan