

## CONTACT

✉ name@guelphhumber.ca

☎ (416) 782 2893

🌐 www.yourname.com

🏠 Mississauga, ON M9G 3R2

## SOCIAL

🌐 linkedin.com/your-name

📷 @yourname

🐦 @yourname

# YOUR NAME

May 22, 2014

Firstname Lastname  
HR Recruiter  
Digital Marketing Inc.  
100 Queen Street  
Toronto, ON M5X 1C9

Dear Ms./Mr. Lastname,

My research on Digital Marketing Inc.'s proactive client service approach has prompted me to apply for the Marketing Coordinator position as posted on the University of Guelph-Humber's GHworks portal. I am very intrigued by Digital Marketing's recent campaigns for Samsung, introducing their new folding smartphone, which increased quarterly sales by 125%. I believe that Digital Marketing was a huge influence on bringing Samsung back from their media backlash a few years ago. I would be honoured to have the opportunity to work with an innovative company such as yours.

I am a motivated individual who is currently studying towards a 4-year Business Administration degree at the University of Guelph-Humber with an Area of Emphasis in Marketing. I have chosen to profile in Marketing as I have a real knack for analyzing and interpreting figures, and strong public relations skills. I believe this translates well to being able to analyze sales data, and interpreting consumer needs in order to increase sales for a client. As a student leader at the University of Guelph-Humber I have refined my verbal communication skills and have become very comfortable in a public relations role. My education has given me both theory and hands-on practice and I am confident that I can transfer this experience to Digital Marketing Inc.

If hired, you will find that I am always willing to learn and to take on any challenge that is presented to me with enthusiasm and professionalism. I will work to achieve 100% client satisfaction and uphold the strong reputation Digital Marketing Inc. has earned in the market. Please contact me at 416-782-2893 to arrange a time when we can further discuss how I may benefit Digital Marketing Inc. Thank you for reviewing my qualifications; I look forward to meeting with you personally.

Sincerely,

Your Name