

# Karen Hardy

## Marketing Manager

*Sean Merchant  
Hiring Manager  
Dayjob Ltd  
The Big Peg  
Birmingham  
B18 6NF*

*Date: 11<sup>th</sup> April 2013*

Dear Mr Merchant,

Your company recently advertised on the dayjob.com website for a Marketing Manager. After reading the job description I am confident that I would be a perfect fit for this position as my experience and abilities precisely match your requirements.

Without wishing to sound boastful I feel that I come to you with a background that is unique and distinctive from other applicants. I possess a strong desire to build a career within your industry, and to be involved in running a successfully operation. I also feel that my expertise on products that I am selling coupled with my natural enthusiasm allows me to inspire customers to make a purchase. These points coupled with my proven ability to create a exciting buying experience have prepared me well for a position at your company. My core strengths include, but are not limited to the following:

- Researching customer business needs and coming to accurate conclusions about their requirements.
- Keeping an eye on market trends, conditions, products and developments.
- Answering customers' questions about products, prices, availability and product benefits.

For additional information about my capabilities please view my attached resume.

Right now I want to work for a reputable and exciting company like yours where there will be a big stage for my talents. Therefore I would welcome the chance of an interview, where we would be able to discuss in greater detail the value and strength I can bring to your already successful company.

I thank you for your time and I look forward to hearing from you.

Yours sincerely,

*Karen Hardy  
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