

Your full name
Address
Phone number
Mobile number
Email address

Include your full contact information

Company name
Address

Date

Greet the recipient by name, ie, Mr/Ms/Mrs XXX, otherwise, by job title or his/her assumed position

State your purpose in writing, the position for which you wish to apply, and most importantly, the job reference

Start with
(1) your purpose in writing;
(2) position for which you wish to apply;
(3) correct name of the recruitment platform;
(4) date of the advertisement

Dear Hiring Manager

Re: Application for the position of Senior Marketing Officer (ref: SMO/CT/XXXXX)

I am interested in the position of Senior Marketing Officer advertised by your esteemed company on CareerTimes.com.hk on 23 September 2013. Enclosed please find a copy of my resume and required documents for your review.

Qualifications

Use bullets if you're not language savvy, but you must present all information in an organised manner

- A Bachelor's Degree in International Marketing awarded by the XXX University (completed in 2010)
- A Master's Degree in Public Administration (to be completed in 2014)
- A member of the XXX Marketing Association (since 2011)

Work experience

Marketing Officer, XXX Company Limited (June 2010 – September 2013)

- Online marketing – created and maintains the company's facebook fan pages, twitter account and forum seeding
- Event management – liaise with external agencies and vendors
- Marketing campaigns – assist with ad-hoc and regular marketing activities
- Internal marketing – create monthly newsletter, contribute content to company intranet
- Corporate social responsibility – organise activities and events, and garner support from colleagues and members of the management team

Personality attributes

A cheerful disposition, can-do attitude, interpersonal skills and results-oriented mentality

Thank you very much for considering me for the above mentioned vacancy. A meeting to discuss with you further my acumen and aspirations would be appreciated.

I look forward to your favourable reply.

Call for action

Yours faithfully

Use "sincerely" if you've met or talked before



Sign it properly

Amy Chan

Encl

Your full name please