

**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 your letter 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 writing to apply for the position of Senior Marketing Officer advertised on CareerTimes.com.hk on 23 September 2013.

State your qualifications, work experiences and responsibilities

Equipped with a Bachelor's Degree in International Marketing from the XXX University, I started a career as a Marketing Officer at XXX Company Limited in June 2011. The scope of my duties encompassed online marketing, event management, as well as internal marketing, and has increased last year to include the launch of a number of the company's corporate social responsibility events.

Give your prospective employer a reason to hire you

A cheerful disposition, can-do attitude and interpersonal ability make me a strong candidate for the advertised position and I am certain that my experience and industry exposure will add value to XXX Company Limited.

"enclosed" is more appropriate than "attached"

Please see enclosed a copy of my CV, copies of my school certification, qualifications and a reference letter and other required documents.

If the hiring manager has read this letter to this point, you stand a good chance of getting an interview, so a simply "Thank you" will help

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

Call for action

I look forward to your favourable reply.

Yours faithfully

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



Sign it properly

Amy Chan

Your full name please

Encl