

收件者: **State your purpose** **What position you're applying for?**
副本: **Reference a must**
主旨: Application for the position of Senior Marketing Officer (ref: SMO/CT/ XXXXX)

新細明體 10

Dear Hiring Manager

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

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

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.

Attached please see a copy of my CV. A meeting to discuss with you further my acumen and aspirations would be appreciated.

I look forward to hearing from you soon.

Call for action

Yours faithfully

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



Include an email signature with contact info

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