



## Sample Cover letter

Joe Public  
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9000 St. Gallen, Switzerland  
+41 (0)79 111 22 33  
joe.public@gmx.com

Cubix Ltd.  
Mr Hamish Example  
150, Nice Street  
Block B4  
London PLX 5TC, UK

1 February 2011

**Application for «Assistant Marketing Services» / HSG TALENTS Online, 24 January 2011**

Dear Mr Example,

Being awarded the European Marketing Company of the Year 2011, Cubix Ltd. impressed me with its dynamic and international mindset and the positive track record over the last 10 years having grown from 3 to 100 employees. I will be graduating in May this year from University of St. Gallen (HSG), Switzerland, and would like to be part of your successful and professional company.

Beside my studies I had the opportunity to gain insight into marketing both during my internship and part-time work. In particular, I enjoyed the process from analysing the markets to developing a marketing strategy for the various target groups and promoting the product. During my time at B2B Consulting Ltd. in London, I developed a new marketing strategy for B2B tools in Italy, Spain and France, which was subsequently approved for implementation by the board of directors. At Marixa AG in Zurich, I closely co-operated with the sales team and prepared presentations for clients meetings including sales performance analysis. I am currently writing my master thesis whereby benchmarking the top six CRM tools in Europe, their promotion and how their marketing could be further improved.

As a highly service-oriented and reliable person having grown up in Switzerland and Britain, I enjoy working in teams with diverse multicultural backgrounds. With my technical knowhow and international experience in marketing and IT, I believe I can positively contribute to Cubix' continued success and sustainable further growth.

I look forward to speaking with you to discuss my suitability for the position of Assistant Marketing Services.

Best regards,

*Joe Public*  
Joe Public

> Present your motivation and competencies on one page.

### YOUR ADDRESS

> Write your address including contact details, or use the same letterhead as on your CV.

### THEIR ADDRESS

> Make sure you address the cover letter to a person. If you do not have a name, call the department, HR or the main number to find out to whom your letter should be addressed. As a last resort, address your letter to the «HR manager».

### DATE

### SUBJECT

> Mention what job you are applying for and where you have seen the job ad.

### SALUTATION

> Use same name as in the address, avoid «Dear Sir/Madam».

### WHY THEM?

> Why are you interested in the organisation and the position? Do some thorough research.  
> Briefly introduce your intent and refer to any contacts you may have in the company.

### WHY ME?

> Why should they hire you?  
> What are your key competencies and achievements? Describe your competencies. Be specific and provide examples to awake the employer's interest and give them an idea of what to expect when working with you.  
> Refer to the job ad.

### WHY US?

> What specific value can you add?  
> Sum up your key messages.

### CONCLUSION

> How do you want to follow up?

### CLOSING

### SIGNATURE AND NAME