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Marissa Welton
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Dear Ms Welton,

I'm a huge football fan and have purchased everything football-related, from David Beckham's jerseys to subscriptions to FourFourTwo and Match of the Day. As a fervent consumer myself, I understand the power of marketing and how it can influence buying behavior, which will allow me to excel as a Senior Marketing Coordinator at Dove.

After graduating with a bachelor's in marketing, I landed my first marketing job at a startup, where I managed the company's social media accounts. In just six months, I was able to increase our social media following by 50%, resulting in a 25% increase in sales.

At the health and wellness company Nuffield Health, I faced the challenge of standing out in a crowded market. I developed a targeted campaign that highlighted the unique value propositions of our products, including high effectiveness, long shelf-life, and competitive pricing. Through this campaign, we were able to increase our website traffic by 35%, resulting in an 18% increase in sales.

I believe my ability to think creatively and strategically, coupled with my experience in developing successful marketing campaigns, makes me the ideal candidate for this position. I look forward to using my communication and project management skills to help reach Dove's business goals, including your commitment to promoting body positivity and inclusivity.

Thank you for considering my application. I am excited about the opportunity to discuss my qualifications further.

Yours sincerely,
Juliet Paxton

Cover Letter Best

**National Business Employment
Weekly, Taunee S. Besson**

Cover Letter Best:

101 Best Cover Letters Michael Betrus,Jay A. Block,1999-04-22 Beat out the competition for the best jobs Create an image of accomplishment professionalism and competence that today s employers are begging for Job seekers have paid hundreds of dollars for the expertise in these dynamic guides and regarded every cent as well spent With these job landing tools on your desktop you ll have the same savvy working for you for far far less with the same great results 101 Best Resumes packs tried and proven advice you ll use to Create a resume that gets you in the door Target your resume for a specific positions over 70 different categories are covered Experiment with traditional and new formats More 101 Best Cover Letters shows you how to put together compelling letters to accompany your resume Learn how to Ignite interest with the first two sentences Turn references into endorsements Send your cover letter online Pick up smart interviewing tips negotiate a higher salary use the Internet in your job search work with recruiters and much much more

How to Write a Cover Letter Theodore Kingsley,2023-06-26

Gallery of Best Cover Letters David Franklin Noble,2004 This collection is composed of nearly 300 quality cover letters and 35 corresponding resumes written by professional resume writers It includes expert tips for writing and designing cover letters for maximum impact a rich idea book full of adaptable examples and suggestions

How To Write Amazing Cover Letters The Hyperink Team,2012-02-12 ABOUT THE BOOK If a resume is a window into your past work experience a cover letter is the tool you use to install it Cover letters were once just an after thought something most people used to simply regurgitate their resumes In fact it wasn t until the last decade that cover letters gained wide acceptance and importance Today not only is the cover letter just as important s a resume it can be the deciding factor in whether a hiring manager looks at your resume or throws it in the trash But how do you write the kind of amazing cover letter that will get you in the door How can you create a narrative of your professional experience that makes the HR person sit up and take notice The key is knowing how to present yourself It does not matter if you ve spent 30 years in the work force or are just entering it the fact remains that you need to learn to how convince someone else to interview you MEET THE AUTHOR The Hyperink Team works hard to bring you high quality engaging fun content If ever you have any questions about our products or suggestions for how we can make them better please don t hesitate to contact us Happy reading EXCERPT FROM THE BOOK You ve probably figured out a few mistakes to avoid already but you d probably be surprised at what many employers are turned off by when reading cover letters Lack of proofreading This is a no brainer but many people often miss them or don t bother to spell check before sending out the cover letter and resume It s always a good idea to ask a friend or family member to check your letter for spelling errors and typos to give you a fresh perspective Not including the name of the hiring manager If you don t know who is going to read your cover letter and resume try to find out When in doubt call the company and ask who the person in charge of that department is so you can target your letter appropriately Not writing to an audience Focus each letter on each employer According to Career Builder 44 percent of

executives polled said it's common for applicants to use their cover letters to show they've learned more about the job. Doing so can give you an edge against the competition. Failing to sell yourself. If you undersell your skills and qualifications, you won't make an impression on the reader. Don't just talk about your accomplishments; give concrete examples. Regurgitating the resume. Cover letters weren't meant as a tool to repeat everything that's in your resume. It's a tool to build on it and an opportunity to correlate your experience with the job you're applying for. Include any training classes, awards and recognition you've received in the past that might give you an edge over the competition. Buy a copy to keep reading [Cover Letters that Blow Doors Open](#) Anne McKinney, 1999. Designed as the comprehensive guide to cover letter preparation, the 272 page book shows examples of exciting and door-opening cover letters. The main section of the book shows cover letters by field and industry. For example, job hunters in the accounting field will find examples of cover letters used to blow doors open in the accounting, banking and financial community. From aviation to computer operations to management to sales to transportation, cover letters tailored to specific fields are illustrated, which can be used as models or templates for those involved in a job hunt. But what if a job hunter is changing careers or doesn't need a cover letter targeting a specific field or functional area? There's a section showing examples of all-purpose cover letters, career-change cover letters, cover letters for entrepreneurs and cover letters for those seeking their first job. For those seeking advice on how to respond to ads, how to handle questions about salary requirements, how to request consideration for multiple job openings in the organization and how to write letters for special situations, there's a section entitled Sixteen Commonly Asked Questions About Cover Letters and Job Hunting.

Gallery of Best Cover Letters David Franklin Noble, 2014-05-14. Writing a cover letter is more than a necessary step in the job search process. It is a chance to make a stellar first impression on hiring managers and stand out from dozens of other candidates vying for the same job. With this book, readers will discover how to craft a superior cover letter that ensures they will get noticed and gain momentum in their search for employment. **Gallery of Best Cover Letters** is packed with expert tips for writing and designing cover letters, plus a diverse collection of more than 300 sample cover letters written by professional resume writers. It also includes more than 20 corresponding resumes. These examples span numerous fields from healthcare and education to law enforcement and sales. A helpful index of sample letters and resumes, sorted by occupation, will help readers quickly find examples that speak directly to their career aspirations. [Cover Letter](#) Natalee Pena, 2016-01-07. Write the Best Cover Letter. Guaranteed. When you need to get your cover letter ready for a job application, it can often feel like a HUGE task. It can be daunting because you know your chances of getting an interview depend on how well your cover letters are received by potential employers. By reading this book, you'll discover the easiest way for creating well-thought-out, structured and personalized cover letters that highlights your strong points and really sells you to your intended potential employer. If you want to stop wasting your time constantly applying for jobs and not getting call backs, then this book is for you. Whether you are starting from scratch or just want to polish up your current cover letter, the easy strategies in this book

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[101 Best .com Resumes and Cover Letters](#) Jay A. Block, Michael

Betrus, 2001 This is a powerful new collection of resumes and cover letters tailor made to help job seekers land the job of their dreams in today's hottest job sector This guide provides examples of outstanding resumes and cover letters for every type of high tech job and also includes examples for nontechnical jobs in e commerce

So Good Resume Can't Ignore

You Gyan Shankar, 2025-02-04 Want to craft a résumé that gets noticed and lands interviews This expert guide written by a former Corporate HR Head faculty member and seasoned consultant with an MBA from West Virginia reveals the secrets to making your résumé stand out in a competitive job market With seven power packed chapters this book covers How to construct a winning résumé Common mistakes to avoid Formatting a professional ATS friendly PDF résumé Showcasing skills effectively Different résumé types and when to use them Writing compelling cover letters Sample résumés and cover letters for real world success Whether you're a job seeker career changer or fresh graduate this book equips you with the strategies to create a résumé that hiring managers can't ignore

National Business Employment Weekly Cover Letters National

Business Employment Weekly, Taunee S. Besson, 1995-08-11 Write Powerful Letters That Win Over Your Future Employer Even the best resume can fall flat if it is accompanied by an ineffective cover letter With this invaluable book you'll learn how to write cover letters that jump out from the pile and grab the employer's attention Written by an award winning columnist at the National Business Employment Weekly today's leading career resource it's packed with practical tips and psychological insights that will help set you apart from the competition and win you an interview Starting with the basic elements of the cover letter you'll get expert advice on how to customize letters for responding to a want ad contacting an executive search

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