

HOME ADDRESS

COMPANY ADDRESS

DATE

Dear Recruitment Manager,

I am writing to apply for the Marketing Graduate Recruitment scheme advertised on your vacancies page. I am currently in my final year studying English at Oxford University.

I am interested in joining X for a number of reasons, including the company's position as a global leader and innovator in the FMCG sector. I have been particularly interested to learn about your projects in which you are finding ways to use AI to connect with your global customer base and find new potential customers and partners. Your expansion into new geographical regions and the increase in the number of your offices, demonstrates that this strategy has been successful. I am also impressed by the firm's commitment to sustainability, which has resulted in a significant reduction in your carbon footprint.

Your culture and commitment to staff training is another reason why I am attracted to the firm. In addition to attending online events and presentations, I met with members of your recruitment team and alumni at the Oxford Careers Fair. The conversations I had were insightful and I was able to learn more about the graduate programme and also hear from Helen Smith (an Oxford alumna) who spoke very highly of how comprehensive the firm's "New-Starter" training was. She also explained that as a Humanities graduate, it gave her the confidence to know that even without a marketing degree, she would be given the tools to succeed at the firm.

I believe that I have the skills to succeed at X as I have gained marketing experience and commercial awareness through my extra-curricular activities and work experience. I have developed strong marketing experience as part of my role as Marketing Manager for a student society at university. Through a strong marketing strategy, that included a combination of using social media and more traditional marketing tools such as newsletters and posters, I have been able to increase the society's membership by 50%. Last summer I worked at "Modern Fashions" (an independent women's fashion boutique) and in addition to assisting customers and completing sales, I was responsible for our marketing on social media, reconciling end of day receipts and producing a weekly Excel report on stock levels. During my school holidays, I worked as a cashier and in the stock room of my local supermarket. I learned and observed a great deal about the importance of product placement on the shop floor and seasonality of goods, these two experiences ignited my interest in the importance of marketing in the consumer goods market.

As a company with a strong commitment to innovation, sustainability and connecting with current and potential customers, I believe that I can make a contribution to X as part of the Marketing Graduate Scheme and that this is a company where I can learn and grow.

Thank you for taking the time to review my application and if you have any questions, please do not hesitate to contact me.

Yours faithfully