

Ms Alice I. Wunderland  
16 Softley Close  
Randwick NSW 2031

8 March 2013

Ms Molly Meba  
Meba Media  
100 Sussex Street,  
Sydney NSW 2000

Dear Ms Meba,

**Re: Marketing Assistant (Position ref: G452/A)**

As a recent Bachelor of Business graduate from the University of Technology Sydney, I am very interested in the above position. Achieving a distinction average over the course of my studies; along with work experience at two high profile media organisations, demonstrates that I am hardworking and self-motivated, with a passion for marketing within the entertainment industry. In particular, I feel that my previous experience in public relations, event coordination and social media management will allow me to make a valuable contribution to Meba Media.

As a market leader in providing creative strategies for social media and communications branding, I note that Meba Media works has contributed to the success of organisations such as XYD Company and ZXY. An opportunity to learn from the expert talent at Meba Media would be a welcome challenge, enabling me to further develop my own capacity to work as a marketer and learn from experts in the field.

During my degree I completed several marketing internships, including positions at Channel 7 and ACP magazines. These internships proved to be invaluable as I was able to demonstrate my skills as a confident communicator and my ability to build rapport with both internal and external clients. I also demonstrated strong written communication skills, reflected through 12 nationally published media releases.

In addition to my internships, I have been involved with various extracurricular pursuits including 6 years with the NSW Volunteer Fire Brigade and 2 years with my local Smith Family shop. Here, I strengthened my teamwork skills, the ability to adapt to changing circumstances and how to work effectively under pressure.

The internet is of particular interest to me due its ever-changing nature and I also enjoy working with social media as it is a growing market segment area. Notably, at Channel 7 I was responsible for increasing the Channel's Facebook and Twitter traffic in 2011. As a result of my efforts, Twitter traffic increased by 40% and the number of Facebook 'likes' by 30% over six months.

Please do not hesitate to contact me should you require further information supporting my application. I am available for interview at your discretion and can be contacted on 1234 5667 890 or at the email address: [Alice.Wunderlund@uts.edu.au](mailto:Alice.Wunderlund@uts.edu.au). I look forward to hearing from you.

Yours sincerely,

Ms Alice Wunderland