Dear Mr. Jones,

I am applying for the available marketing assistant role advertised at www.jobs.ie.

As well as having experience in the marketing field, I graduated from University College Dublin (UCD) with a BA in Marketing. I am now looking to use the knowledge gained so far in my career to further help clients achieve their sales targets and the opening at Acme Business presents me with the ideal opportunity to achieve this goal.

I believe I meet all the criteria needed for the role. In the course of my studies, I learned a great deal about the financial side of running a business including details on setting a budget. I worked as part of a group for a number of projects and feel comfortable as part of a team due to my interpersonal and communication skills.

At Johnson Marketing, I worked for a variety of major international firms and helped them learn crucial details about customer behaviour. As a result, we were able to streamline the marketing campaigns of these clients to reduce costs while increasing ROI. I worked with five different clients during my tenure at Johnson Marketing and all five enjoyed a sales increase of at least 10%.

In addition to this extensive marketing campaign experience, I also have strong administrative, communication, problem solving and time management skills. This broad background makes me an ideal candidate for this position and I believe I will bring flexibility, efficiency, reliability and innovation to your company. Please read the accompanying CV which will provide you with further details of my skill set and academic qualifications.

I appreciate you taking the time to read my application and I look forward to hearing from you.

Kind Regards,

Jane Smith