

Alison Thorpe
17a Christmas Way, Abingdon
Oxon
OX99 2PQ

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Mr Michael Tale
Interworld Communications
45 Able Street
London
SW9 5GB

Dear Mr Tale,

I am writing to apply for the role of Communications Officer, as advertised on your website. Please find my CV attached.

One of the key attractions of the Communications Officer role for me is the variety of clients. I have some experience in both retail and utilities, and I note from the portfolio on your website that you have clients in both these areas and a range of others. My most recent position, as an intern with Galactic Cosmetics, provided a sharp learning curve in client liaison as well as detailed industry-specific insights. I understand that the role of Communications Officer will involve direct contact with clients from a variety of sectors and will call for relevant background knowledge.

Your advertisement highlighted the need for 'a strong aptitude for improving engagement with audiences' and I believe my past experience has enabled me to develop this. In my roles as Secretary of Abingdon University History Society, in telesales with Eastern Electricity and with Galactic Cosmetics I contributed to improved sales targets and membership numbers. Coming up with practical, workable new ideas was key to this. This was particularly evident at Eastern Electricity, where I proposed a mentoring scheme for new starters that has since been put in place. New starters are now trained much more quickly, resulting in an increase in sales across the department.

I have also developed other skills relevant to this position both at university and in my working life, such as managing several projects at once and prioritising accordingly. In particular, I believe my social media experience in my Galactic Cosmetics role, using both Facebook and YouTube to engage with focus groups and the wider target audience for a new shampoo product, provided me with knowledge that can be put to good use in the role at Interworld Communications. I am now familiar with the need to adopt different tones and approaches not only with specific audiences but also in relation to wider marketing surrounding different products.

Thank you for your consideration, and I look forward to hearing from you soon. I would be available for interview at any time.

Yours sincerely,

Alison Thorpe

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