

For further information
Contact Jude-Employment Co-ordinator
Phone DDI 03 353 4161

LETTER OF INTRODUCTION

To whom it may concern,

I wish to take this opportunity to introduce myself. I am looking for a position where I can apply my proven advertising and marketing skills and practical commercial experience in a range of fields.

As outlined in my attached CV, I have completed a B.A. Honours degree in English at Canterbury University. I have worked as a copywriter in the advertising industry, and in radio, and have highly developed writing skills in a number of areas:

- **Advertising:** a natural talent for conceiving advertising campaigns; for lateral thinking and communicating ideas in fresh and memorable ways.
- **Marketing:** commercial experience working with hundreds of clients in all industries, have a complete understanding of marketing and branding.
- **Journalism:** worked freelance and have had work printed in *North & South*.
- **Book Reviewing**
- **English language:** have an in-depth knowledge of the English language, and with accuracy and attention to detail, possess excellent proof-reading skills.
- **Time management:** proven abilities prioritising work, and working on a number of projects at the same time to ensure deadlines and successful outcomes are always achieved

In addition to this, I have proven and effective interpersonal skills, and, as you will see from my attached references, am self motivated and adaptable, quick to learn processes and systems.

I would like an opportunity to meet with you to discuss how my particular skills and experience could make me an effective member of your organisation.

Thank you for your consideration. I look forward to hearing from you soon.

Yours sincerely,

Charles