

Josephine Bloggs

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Based in London

Dear Stephanie,

I am writing to you to apply for the role of Digital Assistant at [company name]. I saw this position advertised on UAL's Creative Opportunities jobs board. After reading the job description and researching [company name] further, I believe I'm an excellent fit for the role. In particular I was drawn to your Instagram account which provides such an effortless insight into your label, the detail in the designs and the luxurious fabrics and cuts. Having recently graduated from X course at UAL I have a range of skills I could bring to this role.

In particular I have used WIX to build my own website to showcase my work. This started as part of a curriculum-based project I completed in my second year. My enthusiasm for developing this online presence further means that I continue to maintain this website on a weekly basis. This involves editing images of my work to make them web-ready and ensuring all pricing and product descriptions are correct. The quality of my efforts is supported by the fact that my year two tutor now uses my WIX site as a positive example in her teaching.

In addition, I notice you mention you use Mail Chimp as part of your digital campaigns. I recently volunteered to manage the composition and distribution of our degree show marketing emails and used Mail Chimp to do this. I collated a comprehensive mailing list of relevant industry contacts, crafted each email and distributed these through a planned campaign in the run up to our show. We had some really high-profile industry contacts attend our private view and attendance throughout the show increased by 15% on similar previous exhibitions.

To finish I believe my eagerness and positive attitude, combined with my skills and experience would make me an asset to the [company name] team. I have lots more to offer so would love the opportunity to attend an interview to answer any further questions you have.

I look forward to hearing from you.

Yours Sincerely,
XXX