

# KELLY CHOO

| +852 8765 1234 | [kellychoo@gmail.com](mailto:kellychoo@gmail.com) |

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Dear [Hiring Manager's Name],

[If you know the hiring manager's name, personalise and address them directly. LinkedIn job ads, for example, often state the name of the person posting the ad.]

## **Application for the Position of Communications Manager**

It is with great enthusiasm that I submit my application for the position of **Communications Manager** at ABC Company. With over 5 years' communications experience across APAC, I've spearheaded campaigns to successfully enhance brand awareness, expand audience reach, and launch new communications infrastructure from scratch. I've had the opportunity to lead multi-market, cross-functional teams over 30 strong, manage operational budgets of \$500K+, and forge strong relationships with multiple leading media outlets. As such, I am confident that I am an ideal candidate for ABC Company. [Identify your best skills that fit the job ad and role requirements, and include this in your overview of your experiences. Metrics help establish context and scale for your work.]

- Presently, I am a **Senior Associate** with XYZ Company, where I oversee client account management, brand strategy, and marketing for 6 key accounts. Directing a monthly budget of \$50K+, and managing everything from content creation, media relations, and event management across 5 markets, I liaise directly with C-Suite executives from blue chip companies, and deliver outstanding brand performance and growth. [Focus again on your top skills as required by the role or firm. Here, highlight key working experiences that are directly relevant to the target role.]
- Among my various achievements, I am most proud of having **spearheaded a \$50K digital platform integration and rebranding project across 6 regions for XYZ Company, securing international media exposure in 30 top tier news outlets.** [Single out your best achievements – once again, metrics are key! For more senior communications roles, show your ability to lead strategic projects that deliver impact.]

Throughout my career I've been able to lead brand strategy, enhance client visibility and standing, and develop strong relationships with senior business leaders and media partners. With my years of experience, as well as my extensive skills and expertise, I'm positive that I'll be able to oversee effective communications strategy and successfully guide brand enhancement as **Communications Manager** at ABC Company. [Focus again on your top skills as required by the role or firm. Here, highlight key working experiences that are directly relevant to the target role.]

I am thrilled at the possibility of joining such an operation, and would love the opportunity to meet with you and discuss the value that I can bring. I appreciate your time and consideration, and I look forward to hearing from you. Please feel free to contact me at any time via mobile at +852 8765 1234 or by email at [kellychoo@gmail.com](mailto:kellychoo@gmail.com).

[Finally, cap your Cover Letter with a call-to-action - show your excitement to meet your potential employer, and provide ways you can be contacted.]

Yours sincerely,

*Kelly Choo*