

Respected Sir / Ma'am,

Please consider this cover letter as my formal application to present my background, education, and experience. I am writing to apply for undertaking work placement in your prestigious organization. I have completed my Masters in Business Administration (MBA) in Advertising and Media Management from the Institute of Business Management (IoBM), and have done my Bachelors in Business Administration (BBA) (Hons) in Marketing from PAF – KIET (Karachi Institute of Economics and Technology).

Apart from my academic education, I have practical exposure of working in the healthcare, data server & cloud services, manufacturing, advertising, eCommerce and consulting industry. I am a high-performing and strategic-thinking professional with more than eight years of experience in digital and social media marketing, product marketing and development, brand management, public relations, marketing, and content development. I am highly skilled in relationship building with clients and across organizations and teams. I have exceptional writing, presentation, and interpersonal communication skills. I am also adept at assessing needs, generating viable options and implementing creative and innovative solutions in collaboration with clients, teams, and stakeholders.

My job responsibilities include conducting marketing and branding activities, writing top-notch content, analyzing market dynamics and identifying the latest trends in branding, marketing, advertising, digital and social media activities, and apply them creatively for the organization I am working for. I like to have a proactive approach towards my work and responsibilities and the world becomes my playground. I utilize my passion and my skills to the fullest for creativity and excellence and what drives me most are the creative elements in the advertising, marketing, digital and social media.

I am very excited to apply in your organization and I am convinced that my academic background and professional experience have prepared me more than adequately for this opportunity. I am dedicated, enthusiastic, knowledgeable and compassionate. Throughout my experience, I have dedicated myself for a suitable career path, given my eagerness to learn and performance, I believe that I am a well-suitable candidate to fill the position in affiliation with your organization.

By availing the opportunity to obtain employment with your established and reputable organization, it would further enhance my abilities, expertise, and skills. In doing so, I hope to work with and learn from the accomplished individuals at your organization as a team member, which would be a positive step towards accomplishing my goal of grooming myself in a progressive environment.

If you require additional information to assist you in considering my application, please do not hesitate to contact me. Thank you in advance for your consideration of the enclosed curriculum vitae, I look forward to hearing from you soon.

I shall be waiting for a positive response in terms of an interview call.

Thanking You.