

123 Maple Street  
Vancouver, BC, V5K 1A1  
October 6, 2024

Ms. Roma Reyes  
Head of Marketing  
Global Insights Solutions  
456 Business Lane  
Vancouver, BC, V6H 3N9

Dear Ms. Reyes,

I hope this message finds you well.

I am writing this to express my keen interest in the Marketing Analytics Specialist position at Global Insights Solutions.

With a background in marketing and public relations, along with my current pursuit of North American Business Management Post Baccalaureate Diploma at Capilano University, I am very eager to contribute to and learn from your team.

I have always had a keen interest in data-driven solutions, which has motivated me to wade in the analytical fields like marketing analytics, which I chose as a specialisation in my digital marketing advanced certificate course. Furthermore, currently I am pursuing North American Business Management Post Baccalaureate Diploma at Capilano University where I will be taking up a concentration in Business Information and Analytics.

In my recent role as a PR executive at MediagraphixPR, I had the opportunity to delve into marketing research and strategies, where I focused on crafting engaging narratives, running ads based on market research, and managing social media platforms.

What resonates with me about Data Insights Solutions is your commitment to leveraging data to make informed business decisions. I was particularly inspired by your recent project that successfully used predictive analytics to enhance client retention rates by 25%. I believe that my skills in marketing analytics and strategy, my need to keep evolving my skills and knowledge, and my drive for efficient results aligns well with your team's analytical goals and your company's long-term vision of expansion.

I would be grateful for the opportunity to discuss how my background and experiences align with the goals of your team. I have enclosed my resume for your perusal. Thank you for considering my application. I look forward to further discussing with you about my experience and assets.

Warm regards,  
Jasmine Kaur  
Email: [jasmine.kaur14@gmail.com](mailto:jasmine.kaur14@gmail.com)