Dear Sir/Madam,

In response to the vacancy for category development manager, I would like to apply for the role. I am a graduate of Psychology from Loughborough University, UK with a **Master’s degree in Public Relations (PR)** from the University of the Arts London with **8+ Marketing experience,** working as a Marketing Activation Manager at GlaxoSmithKline Consumer Nigeria Plc.

I have been interested in Marketing since 2007, through my role as a market researcher at IFF Research, London; this involved a lot of “selling” and a blend of B2B and B2C Marketing. My interests, academics and work experience confirmed my ambition to work in the marketing sector and stimulated a **particular interest in Nestle** due to the concerted effort to drive cultural relevance of the Maggi Brand with the Generation Y Consumer. This strategy of prioritising millennial marketing in the face of stiff competition from “newer” and value brands is such an exciting place for a marketer. I am particularly interested in **Nestle’s commitment to local sourcing**; with 80% of raw and packaging materials sourced locally; signifying commitment to continuous investment and sustainability in the Nigerian Market. The Healthy Foods for Growing up campaigns and other health promoting collaborations have also struck a chord with me. A multinational with such human centric culture **and values is inspiring and resounds well with my persona, making it a first choice for me.**

You would see from my enclosed CV that I have worked in predominantly Marketing/PR roles within multinationals. Over the last two years, I have managed an **£8m portfolio at GSK which includes brands such as Sensodyne, Horlicks and Macleans (Aquafresh).** I have driven growth and profitability across my portfolio by owning the P&L and innovation agenda across my brands. Initially reporting to the head of Marketing until her exit, since January 2018, I have reported to the General Manager; who sat outside of market for eight months therefore giving me the independence and confidence to **run my brands independently in line with the global expectations.** I have championed integrated agency structures, digital compliance and joint up business planning across functions. I manage and represent my brand across employee, sales and global forums including presenting to the Head of Middle East Africa amongst others and have also supported the company’s leaders in Annual General Meeting (AGM) preparation. I was singled out to receive **ten employee recognition awards** at the January 2018 business wide strategy communication meetings; including one from the West Africa GM demonstrating my strong work ethic, passion and commitment to the business. In 2018, I also **received five awards** (two Gold, one Silver and two Bronze with accompanying cash prizes of over £2,000 for my performance, innovation and initiative and was sent to represent the business at four international training forums.

I believe that my unique experience offers evidence of the **financial, strategic, leadership and communication skills** needed in marketing. My work at GSK has helped me develop excellent **planning, analytical and presentation skills,** which are necessary for a successful career in marketing. My experience in digital gives me the great ability to create 360 communication plans which are fit for the 2020 consumer who no longer goes online but lives online. I hope that the skills and experience outlined above and the additional information in my CV will be of interest to you, and I look forward to hearing from you soon.

Yours Faithfully,

Fiyin Williams