

Katrina Lin

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To whom it may concern

I write this letter in response to your ads seeking Junior Product Manager. As a passionate and highly effective marketer, I would bring a professional, friendly and enthusiastic attitude to this role.

From 2009 to 2014, I was working in advertising industry in Shanghai, China. As an account manager, I managed different projects e.g. PR events and online campaigns for mostly FMCG brands. In 2014, I came to Melbourne to study Business at Monash University, and finished my master degree in 2016. In April of that year, I joined my current company QBID, managing B2C sales on main cross-broader e-commerce platforms in China and social media initiatives that targeting both Australian Chinese and Local Chinese customers. I am also playing a role of brand lead, working closely with brands and company internal teams.

In general, I am proficient in:

- Sales and marketing strategy
- Project management
- Presentation and reporting
- Time management
- Communication in both English and Mandarin
- A good team member

Thank you for time and consideration.

My resume is attached. I look forward to speaking with you soon.

Your sincerely

Katrina Lin