**H o n g R i W e e (R A Y)**

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Dear Sir/Madam,

I am writing this letter to show my profound interest for the Purchasing Coordinator position and to highlight why I am the perfect fit for this role and how my abilities can help your company. The reason I believe I stand out from other candidates is because I can satisfy your company’s need whilst taking on additional responsibility and potential challenges. Coupled with my work experience and marketing speciality, I have the potential to be the best fit for the current position.

I have just graduated from Monash University with a Bachelor of Business Administration majoring in Marketing during which, I have undertaken several units which specially tailors me to fulfil any future managerial position. During my course of studies, I have created in-depth marketing research and proposal reports for organisations such as Omega, H&M and Twinings. I have also undertaken an exchange programme at Seoul National University and have worked together with various start-up companies in the South Korean Market further enhancing my knowledge and how businesses operate. Ultimately, my specialization in marketing has allowed me to become very familiar with different marketing theories concepts and frameworks thus making me an ideal candidate for any brand/marketing/strategy managerial assistant positions. My skills include the ability to operate Microsoft Office, SPSS, Google Analytics, SEO and various project management methodology at a comfortable level. I undertook the role of marketing intern at Process Advertising Pte Ltd in which participated important meetings with clients such as Nestle, Hitachi, Shell, Carlsberg and executed proper administrative duties. I have recently worked for Opticscentral and in a span of 3 months, contributed to their organization in terms of efficiency and effectiveness. Additional information such as personal experiences can be given through an interview.

Best Regards,

Hong Ri Wee (Ray)