**Kaleb Cross**

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**HR Manager**

**Alogic Corporation Pty Ltd**

21/09/2018

To HR Manager,

Re: Junior Marketing Coordinator

I am a recent graduate of a Bachelor of Business (Marketing) at the University of South Australia and has been a passion to work in the marketing industry. I saw the advert and believe I would be a great fit for this position as I am a Savvy marketer who is a friendly and passionate team player, proven ability in marketing coordination, copywriting, developing templates and taking marketing campaigns to market, excellent written and verbal communication skills, ability to liaise with stakeholders to manage deadlines and budgets, computer literate in Microsoft office suite, Adobe InDesign and Photoshop and knowledge of SEO and CRM,

Working for Alogic Corporation Pty Ltd would mean working for a leading manufacturer of a range of commercial and consumer electronic products. I like how Alogic is always forward thinking, career progression and provides a fun flexible environment. I strongly believe in working in team environments and autonomously to improve on skills and maturity as a person as well as creating bonds between employees and clients to provide business solutions that meets company standards and brings trust, innovation and love to the customers.

As a marketing assistant, I regularly talk with high end clients and employees, communicating the business strategies going forward both in person and over the phone. Constant communication with the clients step by step helped with understanding the business strategy and bring trust to the brand. During my bachelor’s degree, I demonstrated a can do attitude though working in a lot of group assignments and with businesses. In this I had to create business strategies, organise the team with tasks and set deadlines, show enthusiasm in my work and help motivate the team. This helped us to achieve good results in group assignments.

Properly analysing business problems required in-depth research. Researching about the company, the consumers in the market, potential clients, competitors, companies’ capabilities and weaknesses helped with providing real solutions. The team helped a real company with expanding their social media presence (Facebook, LinkedIn, website design, Instagram, Pinterest and SnapChat) and suggestions on their business model. Expanding in their social media helped with higher click through rates and online retention times supported through Google Analytics and Facebook Ads Manager. Through research, offering a new product range helped with catering better to the market that increased profit margins.

I believe I would be a great fit for the position on offer and look forward to discussing this opportunity further.

Sincerely,

*Kaleb Cross*