

## HOOKS THAT GOT THE INTERVIEWS

### **Hook 1 - The 'personal connection to the industry'**

**Example 1** - Having dedicated 8+ years of my career to developing and building brands, launching products and driving innovation for beauty and lifestyle brands, I feel incredibly connected to Maesa's goal of transforming the beauty industry through incubating and growing meaningful brands globally. I am a self-confessed brand building junkie, and when I walk into a store, open a retailer's website or click into their app, I immediately start analyzing everything from the user experience and the layout, to the products, operations and marketing - and that's just in my spare time!

**Example 2** - Being French, I have grown up with a deep cultural appreciation of aesthetics, beauty rituals, and the use of cosmetics as a form of self-expression. So much more than how you look, I believe the quest for beauty is an essential part of being human, found woven in the history books throughout the ages and across civilizations. This, alongside my background in Digital Marketing and E- Commerce, is why I am highly motivated to apply for your client's E-Commerce Marketing position and help shape the future of the Beauty industry.

### **Hook 2 - The 'I'm already a customer!'**

**Example** - Is it strange that I already feel like I'm a part of La Roche Posay's extended team? As someone with complex, sensitive skin, I am a long-time fan and ambassador for the brand. In fact, I cannot tell you how many friends and family members I have convinced to become raving fans of La Roche Posay.

With your fierce commitment to Research & Innovation, I can only imagine the exciting ideas you must have to delight consumers through innovative products and services while improving their health, well-being and livelihoods. As such, I am highly motivated to channel my 6+ years of digital marketing experience into joining the team as a Product Manager and shaping the future of the skin care category alongside you.

### **Hook 3 - The 'life story link'**

**Example** - As a native of New South Wales, I grew up seeing countless families and animals be affected by Australia's summer bushfires. I would often wonder how we could do more to prevent and contain them, volunteering regularly for the local fire service. With this personal connection to your work and mission, I would be proud to serve as your next Events & Marketing Coordinator with the National Fire and Emergency Service.

#### **Hook 4- The 'we share the same passions'**

**Example** - A self-confessed Excel geek, I've always gotten a kick out of creating beautiful spreadsheets and dashboards that cut through the complexity and allow teams to take action. When I stumbled across Graphy, I knew that I had found people who share similar passions. However, while everyone agrees on the fact that data, measurement and monitoring are the secret sauce behind excellent business decisions, most people are either a little data-phobic, or very much used to working away in their own corner without seeing the bigger picture.

This is why I want to make it my personal mission as Graphy's Content Marketer to raise the visibility of this game-changing product and allow your ideal customers to imagine all the ways in which Graphy could revolutionise their work lives.

#### **Hook 5 - The 'let's join forces'**

**Example** - As someone who has lived and worked overseas for almost 10 years, travelling extensively along the way, I can definitely relate to being as travel-obsessed as your typical Trip.com employee. However, what really gets me fired up about your Localization Project Manager role is being part of a bigger mission to reignite the travel industry, giving people their sense of adventure back, and leveraging the power of the Trip.com app to connect with customers in their own native language, in a culturally relevant way, through smart and user-centric localization.

#### **Hook 6 - The 'we have a mutual connection'**

**Example** - I am excited to apply for the role of Project Manager with Example as it is a natural next step in my career which I've built around my core strengths in communication, organisation and relationship management. With 5 years of experience in the public sector, including with one of your clients at Example City Council, I have an immediate understanding of your mission, services and what sets you apart. I am highly driven by the idea of providing a strong project management backbone to the wider team so that they can focus on what they do best - providing outstanding advice and guidance to your clients.

#### **Hook 7 - The 'we share core beliefs'**

**Example** - What an exciting time to be working at L'Oreal right now. With your fierce commitment to Research & Innovation, you face the challenge of delighting the next billion customers through innovative products and services while improving their health, well-being and livelihoods.

With a BSc in Pharmaceutical Science from the University of Example, I too am a big believer in leveraging science to improve personal wellbeing. I am especially drawn to embedding

research-based health & wellbeing practices into simple everyday rituals, such as the skin-care routine of your consumers. I would love to bring this curiosity, as well as the skills acquired from 2 years of hands-on work experience in the Beauty and Fashion industries, to your 2020 Management Trainee programme.

### **Hook 8 – The 'I'll defo solve your problem'**

**Example** - All the pixels and all the code in the world can't save a website from a bad user experience. When your website literally is your business, with 6+ million customers worldwide relying on your interface to be all different flavours of awesome, it is a matter of survival. So how can we take Deezer's website from really good to really great, having customers scream "yay" along the way?

As a UX & Graphic designer with 9 years of experience in designing new website functionalities, I pride myself on getting measurable results and elevating the customer experience across all platforms and devices. Most recently, I designed a new website interface for a \$1 mil. monthly revenue e-commerce client that resulted in a 3.6% increase in customer retention. Always seeking to optimize workflow, I also convinced our Head of Design to switch to a different UX design tool, which increased our team productivity by 40%. I'd love to bring similar results to Deezer as the VP UX & Design.

### **Hook 9 - The 'I grew up with you'**

**Example** - I'll never forget the first time I read a Cosmopolitan magazine. School camp, 14 years old, giggling about dating advice with my girlfriends in our tent. Today, it is my go-to pick me up, empowering me to show up as the best version of myself in work and relationships, coaching me in everything from skincare to finances to networking. We truly grew up together.