

June 27, 2025

Ms. Willanne Ysabelle Mengge

Human Resource Department

China Bank Philippines

Chinabank Building, 8745 Paseo de Roxas corner

Villar Street, Makati City 1226 Philippines

Dear Mengge,

As a high school honors graduate with hands-on experience in strategic content creation, campaign execution, and data-driven marketing, I am thrilled to apply for the Marketing Assistant role at China Bank Philippines. Your commitment to innovation in financial services and community engagement deeply resonates with my passion for leveraging creativity to drive measurable business impact. I am confident that my multilingual communication skills, analytical mindset, and proven ability to deliver compelling campaigns will allow me to contribute meaningfully to your team.

Having graduated with honors from high school and possessing hands-on experience in strategic content creation and data-informed marketing, I am elated to apply for the Marketing Assistant position at China Bank Philippines. Your commitment to exploring the future of financial services is likewise consistent with my interest in coupling creativity with measurable impacts. My experiences will stand me in good stead as they teach me understanding audience-centric storytelling, forming cross-functional teams, and adopting an adaptive problem-solving attitude, which I am thirsting to apply in your dynamic team.

As I took part in a targeted campaign using Canva content, responding immediately to customer engagement developed 25% Facebook reach over the course of two months. Thus, I was able to learn how significant creativity backed up with analytics can be. As co-Assistant Leader of De La Salle Business Management Society's Creatives Committee for "Spectra: Illuminating Journeys of Growth," I designed social media materials that got 57 shares and 76 reactions and worked with event planners to create posters throughout the campus. This

experience emphasized the importance of audience alignment and deadline-driven teamwork when it comes to amplifying brand visibility.

I would welcome the opportunity to discuss how my background in campaign execution, analytics, and creative strategy aligns with your team's goals. Thank you for considering my application. Attached is my resume for your review. I am available via email at [kimberlyfgo622@gmail.com](mailto:kimberlyfgo622@gmail.com) or mobile at +639065113632.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kimberly', with a long, sweeping horizontal stroke extending to the right.

Kimberly F. Go