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Date: 25th May 2016

Clavis Insight

#610, 6th floor,  
22 Upper Ground  
London, SE1 9PD

Dear Ms. Jennifer Matheson,

On my first day as a Sales Associate, I was trained on sourcing leads and customising sales pitches to my prospective clients, while promising and delivering great customer service. However, it was once I started to learn about the impact that data analytics and a robust web presence has on sales, that my curiosity peaked. My strong interest in data analytics, experience in sales, and unique international experience make me confident that I would be an excellent addition to the Clavis Insight team as the eCommerce Consulting Intern.

**a**

While operating as a Sales Associate with Mindbody, Inc. I was able to grow German sales by 15% in four months. In addition to hitting this milestone, I continued to illustrate my persistence by sourcing 50 prospective leads and exceeding the goal of 20 sales each month. Having sparked my interest in business development, I went on to travel to Yiwu, China as an Assistant and Translator for an import and export sole-proprietorship. Utilising my fluency in Chinese and English, I delivered presentations and interpreted for the entrepreneur throughout his business dealings, negotiating a purchase down from$130K to $115K, maximizing profit. To assist with this endeavor, I managed a database of over 100 products in Excel, tracking prices and quality of consumer goods, while analyzing the data to determine the most lucrative purchases for the company to make.

**c**

**d**

**b**

As a student at Hult International Business School, I collaborated with 6 teammates of different nationalities to develop a business strategy for Evonik Industries in Shanghai, China. By predicting risks and industry trends, we were able to achieve a break-even point in the 5th year of the strategy and won best business strategy proposed. Being a native speaker of both German and Mandarin, with fluency in English and Cantonese, I believe that I am uniquely qualified to support Clavis Insight’s global consulting teams in Boston, Dublin, London and Shanghai.

**e**

By far the most exciting aspect of my studies has been gaining skills in data analytics and knowledge in e-commerce. As I enter my final year, I find the prospect of launching my career with the leader in FMCG e-commerce insights an exciting opportunity and one that I would be honored to take part in. I know that I can bring my passion to the work being done at your company and look forward to the opportunity to speak with you, Jennifer, about how I can be an asset to your team.

**g**

**f**

Respectfully,

Lee Sung

The content of a cover letter varies based on the specific role within the company you are applying for. It is important that the cover letter echoes the job description (JD) by:

1. Highlighting the key competencies alluded to in the JD
2. Making reference to examples/stories that show you can perform the requested responsibilities
3. Showing that you meet the general requirements/qualifications listed in the JD

***Follow the guide below which breaks down how we constructed the cover letter sample (page 1) to best match the sample JD.***

**a** – Recapping the theme of the JD, which in the case of the Clavis Insight is being a candidate who can run reports, analysis and presentations in an e-commerce environment.

**b** – Demonstration of persistence and a strong desire to achieve and exceed goals as outlined in the job description Skills section.

**c** – Telling a story of your experience in a commerce environment where you used analytic and strategy skills, highlighting your success using quantifiable metrics.

**d** – Providing evidence that you have demonstrated Excel mastery and data analytics skills as outlined in the job description.

**e** – Highlighting your language skills and how they can benefit an international company.

**f –** Reiterate your motivation for applying for this role

**g –** Close the cover letter with a call to action asking for the interview.