

Cover Letter for Hempel Global Graduate Programme

Dear Sir or Madam,

My name is Yu-Ching Ho and I am applying to become a Pioneer at Hempei. I came across this employment on Indeed.com.

The majority of people do not notice paint as it is all around us, but it is fundamental for our future but also in our daily lives as our protective layer and mood changer. I am interested in marketing the strengths paint can bring to our society - and especially with technology improving at an ever exponential growth - how we can improve the skin of our world by becoming more environmentally friendly.

My degree is Computer Games Development, and I was interested in becoming an indie games developer. Thus I read about how to promote my game and myself as a brand in-person and online - through nostalgia, innovation, incremental updates and player feedback and suggestions through closed alpha and beta testing.

Training as a Pioneer will improve my social and psychological skills to a point where advertising does not seem like advertisement. People will look forward to seeing the notification bell for updates, and instead of closing or blocking ads, they actively support it through word-of-mouth or online sharing. Friends become friends due to similar interests, and "3 hops from anyone with around 40 contacts, you're looking at a list of 2.5 million people" ~ Snowden (2016).

I will be excited working with employers and employees all around the world and learning as much as possible from my Senior Executive. Meeting Erasmus students and going abroad myself to America and China has piqued my interest in learning and adhering to many cultures, while aligning to the company's ethics of long term relationships, human rights, and environmental well-being.

Yours faithfully,

Yu-Ching Ho