

COVER LETTER  
SAMPLE: Marketing

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**insert date**

Human Resources  
Senn Industries LTD.  
53 Atlantic Boulevard  
Pointe-Claire, Quebec  
H9R 4X7

**Re: Marketing Assistant Position**

Dear Hiring Manager,

It is clear from your company literature that Senn Industries has maintained a consistent upward curve of growth and diversification and continues to strengthen its position in the marketplace, making Senn Industries the leading distributor of consumer electronic goods, pro-audio equipment and musical instruments in Canada. I believe that with my previous work experiences and education I can offer Senn Industries LTD. the qualities that are demanded to be a successful Marketing Assistant.

As a recent graduate from Concordia University with a Bachelor of Commerce, majoring in Marketing, I have learned current marketing theory and practice, and have acquired proficiency in analyzing market metrics and data in order to identify trends. Through numerous academic projects I have developed excellent communication, interpersonal and teamwork skills. My A.E.C certificate from Musitechnic has given me direct experience using the latest in professional and audio equipment, including mixing and recording equipment offered by Senn Industries.

Because of my passion for electronic music, my sales experience at Mason Music Store in Montreal and working as a DJ., I have become very knowledgeable and familiar with most of the products that Senn Industries distributes. I have sold these products to numerous clients, such as Sony CD players, Audio Technica microphones, and Beyerdynamic headphones just to name a few. Mason's Music Store has also taught me how to provide excellent customer service to a wide variety of clients and audio enthusiasts, to problem solve quickly and to work successfully in a harmonious team environment. I possess strong sales skills and experience, having successfully sold over \$40,000 worth of products within one year. Throughout several summers, I developed strong marketing and sales skills working in the United States and Canada as a real estate broker's assistant and sales representative. I am fluently bilingual in English and French and speak fluent Spanish as well.

I believe my qualifications, along with my drive and enthusiasm for audio electronics, make me an excellent candidate to contribute to the ongoing success of Senn Industries. I look forward to speaking with you soon in a personal interview; I am available to meet with you and can be reached at 514-555-1234.

Thank you for your time and consideration,

Andres Barillo