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Mr John Ma  
Training Manager  
International Bank of Commerce  
36—39 De Voux Road  
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Dear Mr Ma

### **Management Trainee (Marketing)**

I am very interested in the above post, advertised in the Careers Education and Placement Centre at the University of Hong Kong. I attended a recruitment talk given by one of your colleagues at the Centre and this experience convinced me that I very much wanted to put to work for your company the executive, analytical and teamworking skills that I have developed at University. I feel that as you begin the second phase of your expansion into China, this would be a particularly exciting time for any new recruit to be making a contribution to your company.

I will graduate in June of this year with a Bachelor of Arts degree, majoring in Renaissance Art. Before I began my degree, I knew very little about this subject but by managing my heavy learning load efficiently and doing extra work to improve my written communication skills, I succeeded in graduating in the top 25% of my year. I was also awarded a distinction and commended for the range and depth of research in my final year project. I brought the same level of commitment and hard work to the various student societies of which I was a member. The highlight of these extra-curricular activities was my election as Chairman of the Dance Club.

During vacations I had several jobs but the one I found most challenging was working for a small toothbrush manufacturer. It was here that I developed my enthusiasm for a career in marketing and put my skills as an analyst and communicator to good use. I took part in several successful direct mail marketing projects similar to the one your company carried out last April for Cathay Pacific and learned a great deal about the business world in a very short space of time.

I am available for interview at any time except between the 29<sup>th</sup> April and the 27<sup>th</sup> May when I sit my final examinations. I look forward to hearing from you and to having the opportunity to discuss my application with you.

Yours sincerely,

Alice So

Enc.: Resume