

**Nguyen Van A**

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14<sup>th</sup> June 20....

**Human Resource Department**

ABC Consumer Goods Company

Binh Thanh, Ho Chi Minh City

Dear Sir/ Madam,

**Apply to: Marketing Executive position**

I am writing in response to your advertisement in ViecLamVui.com website inviting applications for Marketing Executive.

After graduated from The HCMC University of Economics majoring in Marketing, Bachelor of Business Administration, I now am working as a Marketing Executive conducting skin care products at DEF Fast Moving Consumer Goods Company. In my current position, I am responsible for managing all steps involved with new product launches under the direction of the Marketing Manager, monitoring and evaluating competitor activity, planning, implementing and handling ATL/BTL promotions, working with sales, operations and finance

to achieve marketing objectives. The skin care market share has increased 20% compared with last year.

I have high-level communication and interpersonal skills and I am an effective team leader, with the ability to work in a culturally diverse environment. I have a keen interest and would pursue my career in marketing field. With regard to this position, my experience and education background is a perfect fit for this job.

I would like to set up a time to meet with you in order to discuss my potential contributions to your company. Thank you for your consideration.

Yours faithfully,

Nguyen Van A