

# MONICA LOW

| +65 9039 2970 | monicalow@gmail.com |

---

Dear [Hiring Manager's Name],

[If you know the name of the Hiring Manager, personalise your application by addressing the person directly. Job ads on LinkedIn, for example, display the name of the person posting the ad.]

## **Application for the Position of Advertising Account Executive**

It is with great enthusiasm that I submit my application for the position of **Advertising Account Executive** at ABC Agency. With 6 months' experience in internship programs, I've developed extensive client servicing skills through supporting key accounts across food services, FMCG and aviation sectors. Besides acquiring deep understanding of client relations and brands' marketing needs, I've also gained first-hand experience coordinating campaigns, and oversaw entire campaign lifecycles from conceptualisation to delivery. Being a fast and proactive learner, I am positive that working at ABC Agency will be a great opportunity for me to continue growing my expertise. [Identify your best skills that fit the job ad and role, and include this in your overview of your internship stints. Detail key responsibilities that are also reflected in the ad.]

- I am currently a fresh graduate from the National University of Singapore's Communications and New Media programme, actively seeking opportunities to kick-start my career in advertising. Through my passion and experience, I was appointed Marketing lead of my university's student-run magazine Z Magazine, and have successfully led multiple marketing campaigns for fundraisers. I am most proud of initiating a partnership with local NGO JKL Organisation, working closely with JKL's marketing team to manage a social media campaign that raised SGD15K within 1 week. [You can also highlight co-curricular and other school activities, if they are relevant to job requirements. Include metrics, if available, to show impact of your achievements! These help you stand out and compel recruiters to read on.]
- My most notable internship experience was working with Saatchi & Saatchi, where I managed a budget of up to SGD50K and oversaw smooth execution of 6 print campaigns for international airline Emirates. Significantly, I played a key role in bringing Cadbury's "Flying License" TVC to life, with active involvement in pre-production, production, and post-production. [Focus again on your top skills as required by the role. Highlight key internship or working experiences and achievements that are directly relevant to the target role. Include metrics to show context and scale for your contributions.]

ABC Agency is globally known for its award-winning creative work, and unmatched roster of prominent clients including McDonald's and Johnson & Johnson. My strong academic background in Communication & New Media, focused on Advertising and Marketing, coupled with practical experience from my internship programs, will allow me to contribute effectively to ABC Agency's continued growth and performance, particularly by generating out-of-

the-box ideas for distinctive and impactful campaigns, and developing fruitful relationships with clients. [Address the company, explain why they matter, and mention how your skills and experiences can contribute to their success. You may also highlight academic modules and motivations that add value to your application. This shows your initiative and enthusiasm as a promising candidate.]

I am thrilled at the possibility of being part of such a renowned organisation and would love the opportunity to meet with you and discuss the value I can bring to ABC Agency. I appreciate your time and kind consideration, and I look forward to hearing from you. Please feel free to contact me at any time via mobile at +65 9039 2970 or by email at monicalow@gmail.com. [Always end your Cover Letter with a call-to-action. Show excitement to meet the potential recruiter and offer ways you can be contacted.]

Yours sincerely,

***Monica***