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Dear Sir / Madam,

As a highly motivated individual always keen to take on fresh challenges, I am really interested in applying for the *fill role* for *fill company*. Now a Fashion Marketing and Branding graduate, I am currently exploring relevant and exciting career opportunities.

I am excited to apply for your current post for the role of *fill role*. Given my degree and recent work experience is focussed on social media marketing, branding and promotional activities, I passionately hope that you will find my curriculum vitae and this covering letter of interest to you and your team.

Upon completing my degree in Fashion Marketing and Branding, I have reflected on what I have learnt and how I have developed as an individual during the last three years. I believe I have progressed my ability to think more strategically and enhanced my creative flair through the range of projects I have completed. My degree has been the perfect combination of strategic thinking and creative presentation of ideas. I have included a link to my professional digital portfolio to showcase a selection of these projects, amongst other extracurricular activities I have participated in, for your reference:

<https://jessoldnall.wixsite.com/jessicaoldnall>

I am confident that my ongoing progression and continued appetite to learn enabled me to secure a top 5 finalist place for a university organised / Gymshark led marketing strategy and communication live industry project (detailed in my curriculum vitae and on my portfolio). I am so proud of this achievement as it provided me with an opportunity to formally present my creative ideas to Gymshark's Loyalty and Retention Team. A fantastic experience!

I am a highly motivated and driven individual. I take pride in my time management and organisation skills, never miss deadlines and whilst I have a great attention to detail, I never let this detract from wider goals. An opportunity to work with similar, like-minded team players in an equally ambitious, fast-paced and forward-thinking organisation would be truly amazing.

May I take this opportunity to thank you for your time and consideration. I understand that competition for this role may be high, but really hope that you will wish to proceed with my application. I would be truly grateful for the opportunity to showcase my ability and ambition at a personal interview.

I very much hope to hear from you soon.

Yours faithfully,
Jessica Oldnall