**Practical lesson 4 : Cover letter**

Susan Nelson

123, garden street

London.

March 20th 2023

Ms Jones

New-company

Birmingham Street

Dear Ms Jones,

I’m writing in response to your advertisement for a Digital Marketing Executive. My name is Susan Nelson and I’m a Social Media Marketing Assistant. I have had this job for the past two years and I believe I am the person you need for your new role.

The bulk of my work involves designing and implementing online marketing campaigns across a range of channels. I am very comfortable using analytics to assess campaign success and drive future initiatives. I work with a range of social media platforms and tools for digital marketing.

I have always worked in the retail industry and am familiar with the seasonal nature of business such as yours and have the skills to push your business forward through creativity and innovation. I would very much like the opportunity to both bring my experience and enthusiasm to this role while continuing to develop professionally and personally.

Following initial research into your company I very much feel we would be a good fit for each other and I would welcome the opportunity to discuss this position with you in person.

I look forward to hearing from you.

Yours sincerely,

Susan Nelson

Susan Nelson

Encl. Please find attached my CV.

**Exercise 1:**

Covering letter quiz

1. **In a covering letter, where do you place your address?**

|  |  |  |
| --- | --- | --- |
| In a \_ the top left-hand corner b\_ | In the bottom right-hand corner | In c\_ the top right-hand corner |
|  |  |  |
| 1. **What closing salutation do you use if you do not know the name of the person to whom you are writing?** 2. Yours sincerely b- Best washes c- Yours faithfully | | |

1. **You are sending your CV to Ronan Quinn. Which opening greeting do you use?**

a\_ Dear Mr. Quinn b\_ Dear Mr. Ronan c\_ Dear Sir

1. **You are sending your CV to Ronan Quinn in USA. Which closing salutation do you use?**
2. Yours sincerely b- Sincerely yours c- Yours faithfully
3. **What salutation do you use if you do not know the name of the person to whom you are writing?**

a\_ Dear Mr. b\_ Hello Sir c\_ Dear Sir

**Exercise 2:**

Are the sentences true or false?

|  |  |  |
| --- | --- | --- |
| 1. Susan’s current role is the same level of responsibility as the job she’s applying for.  2. She sounds confident about her ability to do the Digital Marketing Executive job.  3. She explains what she does in her current role.  4. Susan emphasises the transferable skills she would bring to the new role.  5. Susan suggests that email is the best way to continue the conversation.  6. She is sending more detail about her work history in a separate document. | True  True  True  True  True  True | False  False  False  False  False  False |

**Exercise 3:**

Write the phrases in the correct group.

|  |  |
| --- | --- |
| I’ve had this job for the past two years. | I am very comfortable using analytics. |
| The bulk of my work involves … | I have always worked in marketing. |
| I can work across a range of platforms. | I have the skills to push business forward through creativity and innovation. |

|  |  |
| --- | --- |
| **Talking about work experience** | **Talking about transferable skills** |
|  |  |

**Exercise 4:**

Put the words and phrases in order to make sentences.

1. a digital marketing executive. response to in our advertisement for I’m writing

2. this job had six years. I for have

3. person are am the I believe I you looking for.

4. I would bring to this role. very much like my experience and enthusiasm the opportunity to

5. with you welcome to discuss this position in person . the opportunity I would

6. attached find Please my CV.