**JULIET PAXTON**

Senior Marketing Coordinator

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Dear Ms Welton,

I’m a huge football fan and have purchased everything football-related, from David Beckham’s jerseys to subscriptions to FourFourTwo and Match of the Day. As a fervent consumer myself, I understand the power of marketing and how it can influence buying behavior, which will allow me to excel as a Senior Marketing Coordinator at Dove.

After graduating with a bachelor’s in marketing, I landed my first marketing job at a startup, where I managed the company's social media accounts. In just six months, I was able to increase our social media following by 50%, resulting in a 25% increase in sales.

At the health and wellness company Nuffield Health, I faced the challenge of standing out in a crowded market. I developed a targeted campaign that highlighted the unique value propositions of our products, including high effectiveness, long shelf-life, and competitive pricing. Through this campaign, we were able to increase our website traffic by 35%, resulting in an 18% increase in sales.

I believe my ability to think creatively and strategically, coupled with my experience in developing successful marketing campaigns, makes me the ideal candidate for this position. I look forward to using my communication and project management skills to help reach Dove's business goals, including your commitment to promoting body positivity and inclusivity.

Thank you for considering my application. I am excited about the opportunity to discuss my qualifications further.

Yours sincerely,

Juliet Paxton