Taro Tenshoku

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Dear Hiring Manager,

I’m excited to apply for the Integrated marketing communication position at ABC company.

I started working in marketing planning when I was 25 years old, since then I have been working in this job for about 10 years. When I was at an advertising agency for my first company, I was in charge of a sports drink client. Through advertising, we have been appealing to Japan people to raise their awareness of maintaining their health. As a result, we managed to increase the consumer awareness in their own health maintenance by 150% throughout the campaigns and improve their perception of their own by 183%. Later in 2020, we won an international advertising award for a project that linked mass and digital.

In the last five years, moved to a digital marketing agency where I learned about the integrated marketing concept in consumer industry. My main client was a skincare product client, where I was engaged with a lot of IMC campaigns and worked closely with major digital media such as Google.

I am confident that the position I am applying for this time is a position where I can make full use of these experiences and contribute to the business. On top of that, I'm a long-time enthusiast of your brand and have a great attachment to it. We would be grateful if you could give us the opportunity to meet with you. Thank you.

Sincerely,

Taro Tenshoku