

Cover Letter Sample for Fresh Graduate Marketing Job

[Your Name]
[Your Address]
[City, State, ZIP Code]
[Email Address]
[Phone Number]
[Date]

[Hiring Manager's Name]
[Company Name]
[Company Address]
[City, State, ZIP Code]

Dear [Hiring Manager's Name],

I am writing to express my enthusiasm for the Marketing Assistant position at [Company Name] as advertised on [where you found the job posting]. As a recent graduate with a Bachelor's degree in Marketing from [Your University], I am eager to apply my creativity, communication skills, and digital marketing knowledge to contribute effectively to your team.

Throughout my academic career, I have developed a strong foundation in fundamental marketing concepts, including market research, brand management, and social media strategy. My coursework in Digital Marketing and Consumer Behavior, combined with my internship experience at [Internship Company Name], has equipped me with hands-on knowledge in campaign planning, content creation, and audience engagement using platforms such as Instagram, Facebook, and LinkedIn.

During my internship at [Internship Company Name], I collaborated with senior marketers to develop and execute a social media campaign that increased follower engagement by 25% over three months. Additionally, my participation in [University Project or Competition] allowed me to work within a team to analyze market trends and present actionable insights to local businesses.

I am highly motivated to begin my marketing career at [Company Name] because I admire your company's innovative approach to brand building and commitment to fostering creativity. I am confident that my fresh perspective, eagerness to learn, and strong work ethic would make me a valuable asset to your team.

Thank you for considering my application. I look forward to the opportunity to further discuss how my background, skills, and enthusiasm align with the goals of your marketing department.

Sincerely,
[Your Name]