

YING LI

Digital Media Creator
Digital Marketing

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To:

Hiring Manger
Company Address
E-mail Address
5th April 2022

Dear Hiring Manager,

I am a graduate of **Digital Media and Communication**. I am writing to express my interest in a **digital marketing planning position** with your company. After reading the job description that posts on LinkedIn I know I have the relevant professional skills and internship experience. I was involved in monitoring, managing and planning the marketing of the company during major shopping festivals as a **content marketing planning intern** for social media platforms. I was also involved in the design, planning and management of a digital campaign project for the university as a **lead designer**. These experiences make me believe that I could provide support in the digital marketing planning position that is efficient and fits expectations.

In my last internship I worked as a content marketing planner I was responsible for the whole marketing process of plan-execute-reflect-plan again. During this process I gained an in-depth understanding of professional marketing operations and became adept at using multi-dimensional data analysis combining marketing content and data to find storytelling patterns and new breakthroughs in product marketing. In addition to this, I have done a lot of market research in the course of large and small projects at university, and I have my own approach to studying the operation of a new industry, so I can quickly find a research method to suit different industrial markets.

I was involved in almost every part of the production for the digital campaign project at the university, which allowed me to learn the skills of communicating and coordinating with people in different positions. As well as marketing and planning, I have experience in design and branding, so I understand the need for marketing planning in other roles and I can communicate more effectively with people in other roles and develop a plan that meets the expectations of many.

I think I am a potential candidate for this position, with a basic theory of communication and several practical experiences in digital media projects and internships. I also consider myself to be a strong learner and responsible, and if I am honoured to take on the role of digital marketing planner I will do my best to think of better solutions for the company. Thank you for your time and consideration.

Yours sincerely,
Ying Li