

**Mary Ferguson**  
22 Church St  
Smithville NSW 2000

Mr John Smith  
Marketing Director  
FMCG Manufacturing  
PO Box 22  
SYDNEY NSW 2000

10 November 2005

Dear Mr Smith

**Re: Graduate Recruitment Program**

I would like to apply for FMCG Manufacturing's graduate recruitment intake advertised in *The Weekend Australian* on 5 November 2005.

I graduated in March 2005 with a Bachelor of Business (Marketing) from the University of Smithville. I was ranked in the top 10 per cent of my graduating class and received a University Medal for academic achievement. My UAI score was 96.40.

I have had exposure to marketing practice through an internship and my extra-curricular activities. I was a marketing volunteer at Smithville Children's Hospital, and held the positions of Activities Coordinator and Website Content Manager for the University's Marketing Club.

In the 10 months I spent working in a marketing consultancy as an intern in my final year of study I received an ideal grounding in FMCG marketing. I gained specific experience in developing promotional campaigns for supermarket products, dealing with grocery buyers, communicating with consumers, and preparing marketing plans and reports.

Throughout my high school and university career, I have held several marketing-related roles in a paid and volunteer capacity. These have focused on project management, event management, outsourcing and coordinating advertising campaigns and data input and analysis. As a result I have developed well-rounded skills across administration, research, data analysis, developing creative ideas and verbal and written communication.

I am excited about this opportunity to join FMCG Manufacturing and further my skills as a consumer products marketer, as well as to gain exposure to other areas of the business. FMCG Manufacturing has a reputation for leading go-to-market strategies and effective advertising campaigns and I would relish being part of the team.

I have enclosed my résumé and academic transcript. I would be very grateful for the opportunity to meet with you in an interview. I look forward to hearing from you.

Yours sincerely

Mary Ferguson