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Ms M. Baker
White Group
White House, Lees Road, County Career, CC3 3PU

16th December 2016

Application for Director of Sales and Communications
Job Reference: WG/436790

Dear Ms Baker

I wish to apply for the role of Director of Sales and Communications currently being advertised on your website. Please find attached a copy of my CV for your attention.

As highlighted in my CV, I have more than 16 years of experience in successful managerial positions within Sales and Marketing, and feel that the experience and skills developed throughout this time make me an ideal candidate for the position of Director of Sales and Communications.

In my current role as Director of Sales and Marketing at the Travis Group, I have been accountable for 5 direct reports, forming a cohesive and successful team, helping the company increase their client base by 47% in the past year alone. I have been responsible for accelerating a 65% growth in advertising sales within a 3-year period, leading to a £100 million increase in revenue. I am confident in leading and developing a team, innovating and communicating ideas, and developing strategic relationships with both clients and the press. With these skills, I have assisted in the growth of the Travis Group by a further 60% in the previous year alone.

I am confident that I can bring this level of success with me to your organisation and assist the White Group build upon their exceptional reputation as providers of luxury bathing goods. With all of my previous skills and experiences, I believe my contribution will have an immediate impact on your business.

Thank you for your time and consideration. I look forward to hearing from you to discuss the application further.

Yours sincerely,

J. Smith

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