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London  
SE14 9AB

Ms C Hall  
Director of Human Resources  
Murray Clarke Advertising  
3 Cranwich Street  
London  
WC1A 4AA

22<sup>nd</sup> April 2009

Dear Ms Hall,

I enclose my CV for consideration for the position of Assistant Account Manager with Murray Clarke Advertising. I am currently a third-year English student at Queen Mary, University of London.

My interest in advertising was initially triggered during my first year at university, when I attended a lecture organised by the Advertising Council entitled, 'Is Advertising Dead?'. I was intrigued by the ideas discussed concerning the cultural significance of advertising and the near-cult status of many brands, and I started to read widely on the subject. I also became a regular subscriber to *Campaign* and started to follow trends in the industry closely. This led to an introduction to Fergus Bean, the Head of Account Management at Martin Langley Advertising and an opportunity to spend the summer of my second year working as an intern in the Account Management Department, where I provided administrative assistance to the account team on the 'Fruitesse' account. My experience confirmed – and heightened- my interest in the field.

I am particularly interested in account management because I believe my skills and experience lend themselves most readily to this area. During my internship at Martin Langley, I observed that account managers need to be highly organised, to work well in teams, to set and adhere to tight deadlines and to thrive under pressure. My organisational skills were honed during my first year at university when I juggled two part-time administrative positions as well as my coursework, and received excellent grades despite pressures of time. I am well accustomed to working successfully in teams, as I am the captain of the college netball team and also play football regularly. As for keeping cool under pressure, my experience working at the Student Union bar demonstrates my ability to handle stressful situations with tact and patience, while achieving desired results.

I read recently in *Campaign* (20 Feb) that with the unexpected hiring of Saatchi's Josh Wimple as Creative Director, Murray Clarke Advertising is now 'one of the fastest-growing young agencies on the planet'. I feel that this growth is reflected in your impressive new campaigns for Uncle Ben's Rice and Pepperoni, and I would very much like to be part of such a dynamic company.

Thank you for taking the time to consider my application. You can contact me at any time on 07894 782354 or [s.hall@hotmail.com](mailto:s.hall@hotmail.com). I look forward to hearing from you.

Yours sincerely,

Sarah Hall