

DIANA CHARLOTTE

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Dear Mr Lee,

Application for the Position of Finance Manager

I'm writing to apply to the Finance Manager position of your organisation. I have the experience both as finance manager at GE Capital and as a senior auditor at KPMG, and I am excited of excelling at the role open at your organisation.

Having come from an audit background, I possess a strong understanding of the (accounting) table. This enables me to better spot and analyse financial data, and to implement best practices and install processes for continued smooth operation.

Here is a brief history of my work experiences:

- In my last role as Finance Manager with GE Capital, I was responsible for leading commercial loans, leases and middle office. Along with a team of 4, we managed over 2 billion USD in assets. My job was ensuring all reporting were as per US GAAP.
- In my previous role as Senior Auditor for KPMG, I was responsible for auditing clients in the finance industry. Here, I analysed financial statements for compliance and worked with client management to ensure compliance moving forward.

Since 2012, I've been on sabbatical attending to my family. It has been necessary to be there for them during their formative years. I feel rejuvenated and eager to re-enter the job market. After a long period of time, hence my desire to enter at a new organisation into the workforce. Rest assured, I'm not looking for any other talents and apply myself fully at your organisation.

I look forward for an opportunity to meet and discuss further, considering my application.

Yours faithfully,
Diana Charlotte

MIKE HART

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Dear Mr Hans,

Application for SMB Marketing Manager

I'm thrilled to be applying for the role of SMB Marketing Manager. With 4 years of marketing experience across Australia and Indonesia, both as at an SMB (ad buyer) and agency (ad seller), I've come to understand both buyers and sellers of Facebook Ads.

- For the last 2 years, I've been head of digital marketing for a small handmade jewellery e-commerce store based in Australia. Our craftsmen in Bali made the most beautiful bespoke bracelets and necklaces. Everyone who saw our designs loved them. There was just one problem – we needed more customers. With a tiny marketing budget of just 2'000 USD a month, we invested all our resources into the Facebook Ad platform. I'd be glad to report that it paid off handsomely. The ability to zero in on our target customer (through the demographics tool) and test different marketing campaigns to see which one resonated the most (A/B testing tool) allowed us to gain a massive ROI on our shoestring budget. Our revenues are now over 10 times larger thanks for the clients we've acquired on Facebook.
- Prior to the sparkling jewellery stint, I spent 3 years at Grey Advertising's digital arm based in Jakarta. Here, I supported 15 different accounts across 6 industries, being responsible for all their online marketing spend. We were on every platform – Adwords, Facebook, Yahoo Ads, Twitter etc. While each platform had its strengths, I personally found Facebook to be most effective at driving sales conversions, which is the only metric that mattered to our customers. Working at such a large agency, I learnt so much about the scientific approach to advertising. Every decision we made was driven by data. It fundamentally changed my approach to advertising when I later ran marketing for the jewellery SMB.

Having been on both sides of the table – running ads for an SMB and selling ads to large companies, I've developed an insider's understanding of both parties. I've understood what key factors drive their decision making.

Facebook's mission is to connect the world. Most assume it means connecting friends, but to me, Facebook is the best way for brands to connect with their audiences. And this applies to brands of all sizes, from large Fortune 500 companies to tiny startups. Facebook has democratized advertising. Every company with any advertising budget can now compete.

I've spent hours looking at videos on your website and reading employee reviews on Glassdoor. Everything I read about your company matches my own personal values. Facebook feels like the home I've been looking for. I think we'll be great together.

So, shall we add each other on Facebook?

Sincerely,
Mike Hart

YUSUF RAHMAN

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Application for Position of Sales Director

I have been in the IT industry. Over the past 15 years, I've consistently worked with bluechip firms such as HP, Microsoft and most recently, Amazon.

My role is more strategic in nature. I focus on identifying macro trends, identifying key customer pain points, our unique product offering, and creating marketable marketing materials and sales scripts to empower my sales team.

I have also honed my skills in hiring the right talents to build high performing teams. Years of hiring have enabled me to create unique rubrics for hiring the right fit for the organisation. Due to the high paced nature of the IT industry, I can adapt to ever shortening product cycles.

Key experiences:

As a Sales Director with Salesforce, I'm in charge of growing our CRM business. I manage and lead large clients within the retail space, across APAC. Over the past 3 years, I have increased our revenues from this segment by 400%, recurring revenue of over 40 million USD thereby cementing my position as a leader.

In my previous role as Regional Director (MS Dynamics) for Microsoft, I once again led a team to penetrate the CRM market focusing on Enterprise clients. By building a team of 20 from scratch, we exceeded our sales targets by 15% for 7 quarters.

I have a deep understanding of the IT segment in Asia and believe the wave is just starting. I bring with me the best practices at the of the biggest tech companies in the region.

I have worked with many former customer referees. These are all excellent executives who I can refer you to. Do feel free to contact them.

For your market segment and your positioning, I do have several former clients who can refer you to. I look forward to meeting with you at an interview.

I look forward to meet and discuss further. Thank you for your time in reading my application.