

5 Gedling Grove  
Nottingham  
NG7 4DU

10 March 2023

Selfridges  
London

Dear Sir/Madam,

I'm writing to apply to the role as Press Office Assistant, as advertised on Selfridges Careers. I believe I am the ideal candidate for this position.

I am a current third-year undergraduate at Nottingham Trent University studying a BA in Fashion Marketing and Branding. Throughout my current studies I have completed modules in visual identity and the principles of marketing. I've learnt essential skills in using Adobe software's and digital marketing.

I am confident in my abilities to succeed as the Press Office Assistant due to being a social media content creator. I curate engaging fashion and lifestyle content to over 5,800 Instagram followers. My creativity and drive have resulted in TikTok's reaching 2.6million views. Through collaborating with established brands, such as Superdry and Pull&Bear, I've created tailored content that's aligned with a brand's identity and values. Using an analytical process, I review and tailor content to what my audience want resulting in high views and exposure.

I've expanded my digital skills by completing and receiving my certificate for the Fundamentals of Digital Marketing awarded by Google Digital Garage. I enjoyed learning new techniques in technology and marketing.

A marketing internship at Be For Innovation provided valuable insight into consumer behaviours and managing PR in industry. Directing social media campaigns for skincare brand Clear Skin Days and strategically reviewing analytics developed my skills in a fast-paced industry environment. Managing NPD campaigns for all social channels has accelerated my skills.

My part-time job as a Content Creator for Nottingham Trent University has developed these skills, with Instagram reels reaching over 90k views.

As I approach finishing my studies at University, I have found myself eager to continue gaining experience in PR and communications. This role would be most suited for me and I am excited by the prospect of being the Press Office Assistant at Selfridges.

I am available for an interview at your convenience and I look forward to discussing my application with you.

Yours faithfully,  
Kate Cronin