

*Dear (hiring manager's name),*

*I am writing to apply for the position of (job role) at (company name), as advertised at (the place where you found the job listing). Please see my enclosed resume for review.*

*With more than three years of experience in the (relevant industry), I believe that I would be an ideal candidate for this job. In my previous role as (job name), I demonstrated the organizational skills, creativity and drive that would be well suited to your company. My duties involved liaising with video and graphics departments to coordinate multimedia content, relationship-building with external clients and overseeing our marketing output.*

*During my time in a (job role), I was responsible for increasing company turnover by 15 per cent, implementing several new measures to boost revenue and cut expenditure. I believe I can display similar financial acumen at (prospective company name) while furthering my knowledge of economic principles.*

*I believe I can bring the expertise and determination required for (company name) to continue its success in (relevant country) and abroad. The role of (job title) is exciting and one that I believe is an excellent fit for my skill set and experience. And I am available to start immediately.*

*Thank you for taking the time to consider my application. I look forward to discussing the opportunity with you further. I can be reached at (your contact information).*

*Sincerely,*

*(Your name)*

*N.B I would suggest the redundancy explanation should not be featured in your cover letter but instead discussed briefly once contacted. In a simple sentence: e.g. due to the company's financial difficulties, they made many cuts throughout the organization. I took a redundancy package.*