



Dear Mr Al Khaja,

I would like to apply for the position of Marketing Coordinator at Acme International Home Delivery.

I am currently working in the marketing department of All-things-online, and have done so for the past three years. When I joined, the business was new, and I helped develop its online customer base. I loved this experience and would welcome an opportunity to work in a new company like yours again.

I have excellent communication skills, and I am well organised and professional in my approach to my work. I speak both Arabic and English fluently and completed my BA in Marketing three years ago.

I believe I have all the skills required for this position. Moreover, I have a great deal of experience in a start-up similar to yours. I have attached my CV. I would be very happy to attend an interview.

I look forward to hearing from you in the near future.

Yours sincerely,

Mansour Al Kaabi

Writing tip

When writing a cover letter make you use formal language. In formal

- 1 Refer to the two emails in the Coursebook. Put *a* besides the key characteristics of a formal email and *b* besides the key characteristics of an informal email.

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|-----------------------------------------------------|--------------------------------------------------|
| 1 Uses contractions e.g. I'd, I've _____ | 5 Uses formal phrases _____ |
| 2 Uses first names _____ | 6 Uses paragraphs _____ |
| 3 Addresses the recipient using their surname _____ | 7 Expresses ideas clearly and gives detail _____ |
| 4 Uses short sentences _____ | 8 Uses slang _____ |