

Eve Fraser
5 Grampian Gardens
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Mr Otto Mobbille
European Multinational Vehicle Group
225 Motor Way
London
SE23 5HL

Dear Mr Mobbille,

European Multinational Vehicle Group – Graduate Programme

I found out about your exciting opportunity on my university's careers vacancy system I will graduate with a degree in Business & Management in June, and am on track for a 2:1.

As a major player in global vehicle manufacturing, the reputation of EMVG is excellent which was reinforced for me during my research project at VW last year. I saw first-hand how EMVG is able to exploit opportunities in Europe through innovative and dynamic approaches to all aspects of business, particularly marketing strategy. I was very impressed with the effective use of social media and viral advertising, while avoiding some of the pitfalls experienced by competitors. I believe that this was largely due to EMVG's open and flat workplace culture, where staff are encouraged to contribute ideas, but also to challenge constructively.

During my study exchange in Germany, I was able to demonstrate my ability to effectively contribute ideas to the project. Although my primary role was to observe how marketing strategy was formulated, I was encouraged to contribute and gave my perspective on the effectiveness of various suggested marketing approaches. I thoroughly enjoyed giving my views in such an environment and was encouraged by positive feedback on this from staff at all levels within the team.

In my roles as Secretary and Treasurer of Glasgow University Conservation Society, I have demonstrated the ability to lead a team. Over the last two years, I have managed to recruit dynamic students to the society through successful marketing and have grown the membership from 10 to 80. I developed a vision to restore two miles of a derelict canal close to a university residence and negotiated funding from the City Council. I approached conservation charities and agencies such as Scottish Natural Heritage, as well as local businesses through the Rotary Club. In total I raised £5000 in sponsorship.

I trust that, on consideration of my CV, you will be persuaded that I have both the interest and knowledge of marketing and the teamwork and leadership skills required to perform well at EMVG and make a real contribution to your European marketing. I look forward to hearing from you in the near future.

Yours sincerely

Eve Fraser