

Marieke Schovers
Winkelstraat 15
5051 KK Utrecht

Procter&Gamble
T.a.v. Personeelszaken
Watermanweg 100
3067 GG Rotterdam

Utrecht, 16 January 2013

Subject: application for Product Manager

Dear Sir or Madam,

Wednesday afternoon, 5:00pm. I stop by to see the Junior Brand Manager. With the results of his research, we can finish off the new Ariël Pods campaign before the weekend. The Marketing Manager will be very happy! As will I, since the budget of the coming year must also be finalized this month.

I have had the pleasure in recent years to contribute to the brand awareness and sales of various products. It gives me great satisfaction to make a product that I am responsible for a success, by translating concepts into concrete action, in both the short-term and long-term. With that, I am social, spontaneous and have a great sense of responsibility. This has proven to be a good combination to lead a team. With constant focus on seizing opportunities, I am able to achieve the maximum.

My experience with various aspects of marketing has been an advantage. With my studies providing a solid basis, I have developed into an enterprising professional who maintains a wide perspective. During my years at PepsiCo, I have learned to base my plans on thorough research and concrete actions. In addition, I have become acquainted with international brand positioning and strategy, from product development to long-term strategy. As a Product Manager at Procter & Gamble, I will be keen to ensure that the Ariel product group continues to develop and will remain a success into the future.

Please see my cv attached for more information about me and my work experience. I would very much enjoy the opportunity to meet with you in person.

Sincerely,

Marieke Schovers