

1234 Apple Street,  
Vancouver, BC V7E 2J3

August 8, 2022

Amanda MacGregor, Senior Director  
Aritzia  
611 Alexander Street  
Vancouver, BC V6A 1E1

Subject: Creative Project Manager Position with Aritzia

Dear Ms. MacGregor

I am interested in applying for the full-time position at Aritzia as a Creative Project Manager. I learned about this job opportunity from LinkedIn. My current role as a Project Coordinator combined with my extensive education and passion for marketing has prepared me to excel in this role. Throughout my experience at Fifth Avenue Real Estate Marketing, I have gained invaluable knowledge regarding the creative and envisioning process that will be instrumental to my success at Aritzia. The primary responsibilities entailed supporting the project managers in terms of meeting timelines, preparation for a successful project launch, and maintaining momentum throughout the marketing campaign.

Aritzia is an industry leader known for redefining culture and bringing innovation to the workplace. I value fostering meaningful relationships and working collaboratively in teams to broaden my perspective. I take pride in being able to deliver above and beyond what is asked and thrive in a fast-paced work environment. This is the perfect opportunity to showcase my leadership and management capabilities, grow my career, and perform to my utmost potential.

In response to your search for a Creative Project Manager, my relevant experience in marketing and project management makes me an excellent candidate for this position. To further acquaint you with the specifics of my background, I am enclosing my resume. I hope that you will consider me for this position. I look forward to meeting with you and discussing my qualifications in more detail. Thank you so much for your consideration.

Sincerely,

*Juanita Kwok*

Juanita Kwok  
Encl: Resume

**Juanita Kwok**

1234 Apple Street

Vancouver, BC V7E 2J3

(604)-123-4567

[juanita\\_kwok@hotmail.com](mailto:juanita_kwok@hotmail.com)

**OBJECTIVE**

Position in Project Management in the creative division with opportunity for advancement

**SALES/MARKETING  
SKILLS**

- Copywriting and distribution of e-blasts to realtor, prospect, and purchaser databases
- Creation of marketing collateral items, promotional tools including brochures, pricelists, signage, etc.
- Creation of detailed media plans, providing insight and analytical research behind ad performance
- Managed corporate social media accounts including Facebook, Instagram, and LinkedIn
- Frequent use of Urban Analytics and Paragon MLS to keep current on the new home sales market
- Project sales strategy support including marketing campaign feedback and demographic research
- Preparation of detailed event outlines, corporate presentations, and business development proposals
- Provided general project management support for over 15 active projects at a time

**TECHNICAL SKILLS**

- Real Estate Development Research
- Real Property Evaluation & Data Collection
- Print and Digital Marketing Strategy
- Proficient in Microsoft Office Suite
- Experienced in Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, InDesign)
- Strong Communication / Presentation Skills
- Exceptional Writing and Editing Ability
- Experienced in Lasso CRM, Avesdo, Mailchimp, Spark
- Fluency in English and Cantonese

## **EDUCATION**

2017-2019	British Columbia Institute of Technology, Burnaby, BC Marketing Management Diploma in Professional Real Estate
2019-2020	University of British Columbia, Vancouver, BC Diploma in Urban Land Economics with Development Specialization
2021	Real Estate Trading Services License
2021-Present	University of British Columbia, Vancouver, BC Bachelor of Business in Real Estate

## **EMPLOYMENT**

2019 - 2022	Fifth Avenue Real Estate Marketing Ltd., Surrey, BC Marketing Manager
2022 - Present	Rennie, Vancouver, BC Project Coordinator

## **REFERENCES**

Available on request.

1234 Apple Street  
Vancouver, BC V7E 2J3

August 8, 2022

Dr. Adam Saunders  
2053 Main Mall  
Vancouver, BC V6T 1Z2

Subject: Reference Letter Request

Dear Dr. Saunders,

Thank you for teaching an engaging and thought provoking class where I learned the fundamentals of management information systems. I thoroughly enjoyed your class and it gave me great exposure to the analytical side of business. With that being said, I am applying for a position as a Creative Project Manager at Aritzia. They have requested three reference letters and I would be so appreciative if you could be one of those references.

In this letter, mentioning my academic achievements and/or work ethic in class would be extremely helpful to my success in obtaining this position. I have attached an updated resume along with the job listing for your reference.

If you are unable to provide a reference letter at this time, I completely understand. Please e-mail me at [juanita\\_kwok@hotmail.com](mailto:juanita_kwok@hotmail.com) should you have any questions or concerns. I look forward to hearing from you soon.

Sincerely,

*Juanita Kwok*

Juanita Kwok

Enclosure: Resume, Job Listing

1234 Apple Street  
Vancouver, BC V7E 2J3

August 8, 2022

Mr. Bobby Brown  
15243 91A Avenue  
Surrey, BC V3R 8P8

Subject: Reference Letter Request

Dear Mr. Brown,

Thank you so much for your leadership and coaching throughout my time at Fifth Avenue Real Estate Marketing Ltd. During our time working together, I have gained invaluable experience and skills that I will take with me for the rest of my career. With our close relationship, I wanted to ask if you could be one of my references for a Creative Project Manager position at Aritzia. They have requested three reference letters and I would be so appreciative if you could be one of those references.

In this letter, mentioning my communication skills, project management experience, and marketing knowledge would give them great insight into the work I am able to produce. I have attached an updated resume along with the job listing for your reference.

If you are unable to provide a reference letter at this time, I completely understand. Please e-mail me at [juanita\\_kwok@hotmail.com](mailto:juanita_kwok@hotmail.com) should you have any questions or concerns. I look forward to hearing from you soon.

Sincerely,

*Juanita Kwok*

Juanita Kwok

Enclosure: Resume, Job Listing

1234 Apple Street  
Vancouver, BC V7E 2J3

August 8, 2022

Ms. Jessica Powell  
453 West 12th Ave  
Vancouver, BC V5Y 1V4

Subject: Reference Letter Request

Dear Ms. Powell,

Thank you so much for accepting me into your volunteer committee. Throughout the term, I have had the opportunity to meet so many new people and fulfill a purpose towards a common goal. I feel like some of my greatest achievements are with your team. Therefore, I was hoping you could be one of my references for the Creative Project Manager position I am applying for at Aritzia. They have requested three reference letters and I would be so appreciative if you could be one of those references.

In this letter, mentioning my self-starter attitude and ability to lead a team, coupled with my organizational skills would be greatly beneficial. I have surely refined these qualities over my time working with you. I have attached an updated resume along with the job listing for your reference.

If you are unable to provide a reference letter at this time, I completely understand. Please e-mail me at [juanita\\_kwok@hotmail.com](mailto:juanita_kwok@hotmail.com) should you have any questions or concerns. I look forward to hearing from you soon.

Sincerely,

*Juanita Kwok*

Juanita Kwok

Enclosure: Resume, Job Listing

## Works Cited

Aritzia. "Marketing - Creative Project Manager." *Careers* | *Aritzia CA*, n.d.  
[https://aritzia.wd3.myworkdayjobs.com/en-US/External/job/Marketing---Creative-Project-Manager\\_R0010081](https://aritzia.wd3.myworkdayjobs.com/en-US/External/job/Marketing---Creative-Project-Manager_R0010081)