Olivia Thomas

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Jane Smith

Sales Hiring Manager

Example Company

111 Example Lane

London

Postcode

17 January 2023

**Application as a Sales Executive**

Dear Ms Smith

I was excited to read about Canva's recent expansion to London and the opportunity to work in a fast-paced and dynamic environment. As a sales executive with seven years of work experience, I am confident in my ability to drive sales, develop new relationships, and engage with new customers. I am experienced in identifying customer needs and creating tailored solutions, negotiating contracts, and closing deals.

In addition to my sales skills, I have a strong understanding of digital marketing and content trends, which makes me well-suited to promote and sell to blue-chip brands. I am a sales-oriented professional, and I thrive in a goal-oriented environment. In my current role as Sales Executive at XY company, I was able to conduct and organise several sales processes that led to a ten percent profit increase in 2022.

I am impressed by Canva's mission to enable everyone to create beautiful graphics and interactive stories without coding. It would be an honour to be a part of a team with such an ambitious product and global impact. I am excited to work with the team to identify customer needs and create tailored solutions.

As an individual, I adapt quickly to changes in workload and priorities, and I am able to work effectively under pressure. I am also fluent in English and was responsible for drafting reports, proposals, and other documents in my previous job.

I am thrilled at the prospect of joining the Canva team and helping to drive sales. Thank you for considering my application.

Yours sincerely

Olivia Thomas

**Enclosed: CV**