



LCLM4005

Assignment Title: Mock Interview

Student Name: Afsor Hussain

Student ID: 2508648

Cover Letter

To,

The Hiring Manager,

LoweConex

Subject: Application for Graduate / Early-Stage Marketing Executive Role

Dear Hiring Manager,

I felt inspired and motivated upon learning about the vacancy in the Graduate / Early-Stage Marketing Executive position at LoweConex. Allow me to share my relevant personal details in this regard. My highest qualification is a Level 4 Diploma in Business Management. Also, as part of my academic credentials, I have the necessary experience in conducting in-depth research on business operations. My academics have not been limited to theoretical concepts. Rather, it has been enriched by the experience of engaging in analysing real-life business scenarios. Further, I have acquired the expertise of presenting these findings professionally via business presentations to stakeholders. I am enthusiastic about extending this focused academic experience to LoweConex's strategic goal of enhancing brand awareness through curated and specialised content. LoweConex's collaboration with Aldi and Stonegate, among others, will offer me the opportunity to learn and grow in a global corporate environment.

Essentially, the job description demands a candidate who is equipped with software handling skills along with instinctive marketing acumen. Apart from these skills, LoweConex also requires a candidate who has sound judgment in terms of creative insights. The product marketing videos would demand this creative inclination from the candidate. Also, based on my understanding, data analysis would be one of the key components of the job role. The collaboration with the HubSpot platform would be specifically aligned with this data management knowledge. Most importantly each of these tasks would demand collaboration within the department as well as external liaison. Throughout my academic experience during Level 4, I have been exposed to multiple role handling. One of the key exposures has been regarding the development of curated marketing communication for a specific target group of the audience. This exposure can be a crucial strategic tool for me while developing product content

videos. I have learned the key concepts and theories associated with multiple disciplines. For instance, my exposure to the concepts of Marketing Principles and Human Resources Management would help me handle multiple roles. These knowledge would help me the specific and accurate communication messages that need to be delivered to the identified client bases. Also, my exposure to Human Resources offered me a fundamental knowledge about psychology. This would ideally be a key tool to engage with the internal and external members.

The job description detailed by the firm clearly indicates the need to collaborate with a candidate who is proactive and an efficient learner. In this context, I continually upgrade my MS Office Suite, which is a critical requirement for this role. Specifically, my efficiency in MS Excel and MS PowerPoint would be crucial in ensuring such data-centric tasks are performed efficiently. The skillset would help collate and sort the data set categorically and present those professionally to my leadership team. Also, I have the necessary exposure to the HubSpot analytics platform. This would ensure that the time allocated to train me. Also, my academic training included exposure to the principles and updated tools associated with SEO-based content creation. This capability would also be aligned specifically with the SEO-based knowledge required as a key part of the job role. My inclusion in the advertised job role would fulfill the requirement for a proactive candidate who is eager to learn and perform. In addition, some of my key transferable skills can be beneficial for the job role. I have developed the core skills of efficient time management through strict punctuality and working collaboratively in groups. I am certain I would be able to generate value for LoweConex by transferring these acquired traits. My other transferable skill of effective two-way communication should also align well with the necessity of collaborating with vendors and team members.

I would like to thank you sincerely for the opportunity to express my capabilities in detail. Going forward, I would be motivated to be a part of the interview process and share my insights and ideas for the organisation from the perspective of a Marketing Assistant.

Warmly,
Afsor Hussain

CV
AFSOR HUSSAIN

PROFESSIONAL PROFILE

I am a Business Management student with an aspiration to excel in the world of marketing and communication. I have completed my Level 4 Business Management Course and developed a robust understanding across multiple disciplines. This learning has created the scope of applying my decision-making and analytical acumen. My range of key skills also includes the utilisation of data-driven marketing and the handling of analytical software tools. I am adept at using each of these skills to achieve strategic decision-making and communication. Collectively, my skillset would align with the demands for coordination, creativity, and cross-hierarchical communication required among modern-day Marketing Executives.

EDUCATION

Completed Level 4 Business Management Course

Relevant knowledge:

Business Environment

Learned the fundamentals of managing the internal and external environments of a business

Marketing Principles

Acquired knowledge about identifying consumer segments and communicating effectively with them

Human Resources Management

Developed knowledge about the art and science of managing personnel and motivating them

Business Communication

Developed perspectives on effective communication skills and tools

Leadership Management

Identified the leadership style that is suited for the organisation and me

Finance and Accounting Principles

Developed the fundamentals of accounting and in-depth financial analysis

Skills

- Business Administration
- Communication and Interpersonal Skills
- Teamwork and Collaboration
- Time Management
- Customer Service
- Problem Solving
- Microsoft Word, Excel, and PowerPoint
- Report Writing and Research
- Organisational Skills
- Leadership and Decision-Making

ACADEMIC PROJECTS & PRACTICAL EXPERIENCE

- Completed insightful research on real-life business operations
- Acquired and applied digital marketing skills, including tools such as HubSpot and Google Analytics
- Developed professional presentations and communicated my ideas convincingly

VOLUNTARY & TRANSFERABLE EXPERIENCE

- Adept at efficient time-management and handling multiple jobs and stakeholders simultaneously
- Successfully led team during group projects
- Acquired the skill of developing brainstorming sessions with team members and developing effective marketing ideas

LANGUAGES & INTERESTS

- English (Proficient), Bengali (Native)

- Generating Business Development ideas, proactive entrepreneurship idea generation, engaging in marketing strategizing, keeping updated regarding business-related news, and being aware of current technology and innovation

Job Advertisement

Full job description

At LoweConex, we're all about empowering sustainable business.

Using Conex OS, our centralised data platform, we make it simple for retailers to observe, analyse and control any building and property asset at scale from one platform.

A multi-award winning cloud-based solution, LoweConex works with brands such as Aldi, Stonegate Group, Co-op franchises and Poundland (but to name a few), implementing innovative energy management techniques and cutting-edge automation software applications to drive significant cost savings industry-wide.

Our technology helps keep assets working round the clock, reducing environmental impact, ensuring compliance and maximising profitability for high street brands worldwide.

If you're passionate about the future of being part of the future building automation, retail technology and AI, we may just have the perfect opportunity for you.

Role Overview

This is an exciting, newly-created opportunity for a recent Graduate or early-stage Marketing Executive to join our disruptive tech brand, and get exposure to a multi-faceted marketing function with a great pathway for development and growth in the role.

Other responsibilities include:

- Work closely with the Marketing Manager to develop compelling and market-leading content various channels and markets, to increase brand awareness and positively impact sales conversion rates.
- Execute actions within the go-to-market strategy as set by the Marketing Manager, giving thoughts and ideas where possible to help shape and hone the strategy.
- Input into the creation of product marketing videos to ensure messaging is impactful and accurate.
- Support execution of event delivery when required, maintaining alignment between sales and marketing to maximise lead and pipeline growth.
- Support content delivery by working with 3rd party agencies to complete campaign briefs for internal and external content for management review.
- Assist on management of HubSpot CRM and create reports on performance of the data in campaigns.

- Shape customer training content, including training guides and user hubs, in line the with brand guidelines.
- Support with reporting, providing routine analytics on content performance, engagement, lead growth and channel performance in line with departmental OKRs.
- Liaise with third party agencies to ensure maximisation of their contracts.
- Get involved with other exciting and innovative projects on an ad-hoc basis.

Requirements

As a people-orientated organisation, candidates must demonstrate a strong fit with our core values, Listen, Empower, Innovate and Innovate. The successful candidate will be an enthusiastic and curious individual who is passionate about pursuing a career in marketing. Additional skills and experience include:

Job Advertisement

(Source: Simplyhired, 2026)

References

Simplyhired(2026).*MarketingExecutive*.https://www.simplyhired.co.uk/job/IR71Q9ULvV1qKsPC6JvVSNDKTCmHHb7OSJEgt6q_1LpK9_JGdI49KA