

Jake Hayman  
12 Brookfield Park, London NW5 1ER  
T. 07771 591 893 E. [jake@tsiconsultancy.com](mailto:jake@tsiconsultancy.com)

Dear Sir or Madam,

I am an entrepreneurial graduate with retail experience writing in application for the role of Frame Again's new Pop Up Manager.

I was excited the minute I saw this job advertised both because I love the concept of Frame Again as a business and because the role perfectly suits my current experience and career direction.

From reading a bit about Frame Again and the inspiration behind the business, I knew it was a place that I would love to work. I have over 5,000 photos on my phone and none by my bed so in many ways I am your perfect customer. I love photography and love the idea of printed, framed photos but never get round to doing anything about it. I hope that having someone who is very much part of your target market as part of your team would really help you with customer insight and marketing ideas. I am very active on Instagram (@jakehayman) and Twitter (@jakehayman) so am familiar with some of the core marketing channels that you might want to focus on.

I've always been interested in the start up world and at university was part of the Entrepreneurs' Society. I helped launch a number of different projects such as our Christmas Gift appeal where we built a team of volunteers and collected over 250 underused coats and distributed them to a local homeless shelter. This wasn't a commercial enterprise but showed that I can be part of a team that takes an idea from concept through successful execution.

I understand that this role is about delivering a successful Pop Up Shop for Frame Again in Piccadilly Circus station – one that you might want to replicate across other stations or other high volume shopping districts. I remember seeing a number of successful pop ups in the Lace Market area of Nottingham (which gets about 10,000 people through it each day) and would imagine that Frame Again could be very popular there also if you were interested to expand outside London.

With regard to specific experience that I have for this role, I worked in 2000 in my local video shop and was responsible for tracking what was in store and what had been rented out, updating systems and fully managing the store as its only employee. Although the industry is different I believe that this experience will be directly relevant and incredibly useful to me in this role.

Alongside strong academic performance, I have also spent the last three years doing part time silver service catering through my studies. There is no profession that teaches you more about subtle customer service, attention to detail and building a strong work ethic than this one. Having to deal with mistakes calmly, knowing when to involve managers and making sure you took responsibility for getting a job done well regardless of other factors were all part of the work.

I see myself building a career in marketing and I think there would be no better starting experience for me than this. I hope you will consider putting me through to interview.

Sincerely,

