Dear Hiring Team at SalzburgerLand,

I am writing to express my strong interest in the position of PR & Media Management. The opportunity to combine my study in FH and the experience in hotelkit.

In my academic career, I specialized in business development and tourism, focusing on how the tourism trend in China from 2002 to 2020 in my Bachelor's thesis and using data analyst to see the trend on where will people like to spend their money when they travel in my Master's thesis. This gave me a robust understanding of sustainability travel and tourism principles, a perspective that directly aligns with SalzburgerLand to deliver the ambitions.

Beyond my academic foundation, I bring hands-on business development experience. As a Business Development Representative at hotelkit GmbH in Salzburg, I worked on B2B demand generation, international marketing strategies, attending conference and the preparation of market analyses. This role sharpened my ability to build client relationships, identify opportunities, and execute creative growth strategies, which I am eager to apply in the tourism context. Working as a Scientific researcher, besides my scientific research, I also present in lots of conference and Q&A sessions, this build my confidence in a certain level.

My personality and the ability to developing to find new topics can be the key access in this role, I wrote several articles and websites for Asia pacific region for hotelkit, in result it attract 5 solid customers in one month, this not only bring a good profit for the company, also a good start in the new region. I also do certain sports like snowboarding, football, tennis and hiking to untersberg regularly. I am currently taking German class for B1 level, I would love to continue learning daily.

Beyond my skills, I have a deep relationship with the head of Marketing & Communications in Vorarlberg Tourism GmbH, I believe this connection could be a great supporter if I am in this role.

Thank you very much for considering my application.

Sincerely,

CE Li