

Is my experience not targeted enough?

 By [Juliette Attwell](#)

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In this week's BizCareers column, we look at how mixed experience can help rather than hinder your career, as well as the difference between a cover letter and a motivational letter.



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I have a question regarding the approach of a diverse portfolio, using myself as an example - I have a BTech in Graphic Design, as well as a few years of experience in that area. My design experience is very print-based.

Mid-way in my design career I deviated towards marketing as the opportunity presented itself to me. To back up my marketing experience, I enrolled in a Short Learning Certificate programme. My marketing experience varies from corporate in-house marketing, to activations, B2B channel marketing and event management.

I'm in a position where I'm looking for new employment, and am worried if prospective employers would be able to reconcile my diverse portfolio, as my experience does not fall neatly within a box or any job spec I have seen lately. - Silondile

Hi Silondile,

You really do have great experience; well done for exploring new avenues. Although you may think that your experience is poles apart, graphic design and marketing are in fact very similar. For both you need a sense of creativity, an ability to complete projects effectively and both are interchangeably used to promote a brand. So, to be honest, I think that you have progressed quite nicely in your career.

Areas that you could focus on with these sets of skills are client services management for an agency, as marketing manager with a hand in creative design, as production manager or events manager. I wouldn't worry at all that potential employers would be put off by your experience, if anything they would see it as advantageous.

Best of luck with your job search, please let me know how it goes.

Motivational vs cover letter

Is there a difference between a motivational letter and a cover letter? When and how do you use the two? - Acasia

Hi Acasia,

In short, yes, there is a difference between the two. Let's start with the cover letter. This is a short half to one page letter, explaining who you are and why you would be good for the role. This cover letter is often submitted together with your CV and is the first impression the receiver will have of you. The purpose of a cover letter is to summarise who you are in a quick glance before the reader delves into the actual CV.

A motivational letter on the other hand will be utilised **after** your interview. Once you have completed your interview it is a good idea to send an email thanking the interviewer for his time and then explaining why you feel you're the right person for the role and the company. Here you can use aspects that you learnt and discussed whilst in the interview. If the interviewer is on the fence as whether to shortlist you or not, this could assist in tipping the scales in your favour. If they are already convinced you're the right person it will merely solidify their decision and make them confident in hiring you.

I hope this answers your question.

Remember to always love what you do!

Juliette

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