

**Eliza Goldberg**

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**Ida Murray**

Recruitment Executive

Westle Banking Services

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**Friday 28th April**

To Ida,

As a senior executive with over 10 years' experience in local and domestic finance markets, and a proven ability to lower costs and generate revenue, it is with great enthusiasm and confidence that I apply for the role of Executive at Westle Banking Services.

In my current role as Senior Executive at United Bankers I lead a team of four in creating unique and innovative strategy to increase our customer base and continually generate leads. Key successes include:

- 2013/14 financial year customer base increase of 3%
- 2014/15 financial year customer base increase of 9%
- Winners of the Most Creative Strategy Award at the 2016 annual New Zealand Finance Awards

I have also undertaken secondments to Hong Kong and Singapore and in these roles was tasked with building networks and developing the capacity of international management teams. Here I succeeded in increasing organisational productivity by 17% and professional development opportunities were pursued and completed by an additional 31% of the international team.

More recently upon returning to New Zealand, I provided strategic direction and joined the board for a start-up called Finance Me, a crowd-funding-meets-loan-service created by the high achieving graduates from the Victoria Business School in Wellington. I have always been passionate about empowering young people to innovate and remain excited about fostering the development of expert New Zealand financiers who can compete on a global scale.

As New Zealand's primary financial provider and a national leader in both dynamic technology and cutting-edge people solutions, there is no more desirable employer in the current market than Westle Banking Services.

I look forward to helping your organisation impact more lives and create greater profits. I thank you for your consideration and am available to discuss the role further at a time convenient for you.

Sincerely,

Eliza