

[YOUR FULL NAME]

[Portfolio Link / Instagram Handle]

[Email Address] | [Phone Number]

[City, State]

[Date]

To [Hiring Manager Name],

[Company Name / Fashion House]

[Company Address]

Dear [Hiring Manager Name or "Team Name"],

As a digital storyteller with a deep passion for [Specific Fashion Niche, e.g., Luxury Streetwear / Sustainable Ready-to-Wear], I am writing to express my interest in the Social Media Coordinator position at [Company Name]. Having followed your recent [Mention a specific campaign or collection], I am inspired by your brand's commitment to [Brand Value, e.g., avant-garde aesthetics / ethical production] and would welcome the opportunity to elevate your digital presence.

In my previous role at [Previous Company], I managed a community of [Number] followers, where I increased engagement by [Percentage] through strategic content curation and trend forecasting. I possess a keen eye for visual composition and technical proficiency in [Software/Tools, e.g., Adobe Creative Suite, CapCut, and Later]. My experience spans across producing high-performing Reels/TikToks, coordinating influencer seeding, and analyzing backend metrics to pivot content strategy in real-time.

I understand that the voice of [Company Name] is [Adjective, e.g., bold / minimalist / sophisticated]. I am confident in my ability to translate your seasonal narratives into viral-ready assets while maintaining the premium integrity of the brand. I am particularly adept at bridging the gap between high-fashion editorial concepts and relatable, community-driven social content.

Thank you for your time and for considering my application. I look forward to the possibility of discussing how my creative vision and analytical skills can contribute to the continued growth of [Company Name].

Sincerely,

[Your Name]