

[Your Full Name]
[Your Phone Number]
[Your Email Address]
[Your Portfolio URL/LinkedIn Profile]

[Date]

[Hiring Manager Name]
[Organization Name]
[Organization Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the Social Media Coordinator position at [Organization Name]. As a digital storyteller with a passion for [Specific Cause/Mission], I have followed [Organization Name]'s work in [Specific Field] and am eager to contribute to your mission by amplifying your digital presence and engaging your community of supporters.

In my previous experience as [Previous Job Title], I developed a track record of creating compelling content that drives engagement and awareness. I successfully increased [Specific Platform] following by [Percentage]% through [Specific Strategy]. I am proficient in managing content calendars, analyzing social metrics, and utilizing tools such as [List Tools, e.g., Canva, Buffer, Hootsuite]. More importantly, I understand how to translate complex social issues into accessible, shareable content that inspires action and donations.

What draws me specifically to [Organization Name] is your recent initiative regarding [Mention a specific campaign or project of theirs]. My background in [Specific Skill, e.g., video editing or community management] aligns perfectly with your goals for the upcoming year. I am confident that my ability to balance creative visual storytelling with data-driven strategy will help elevate [Organization Name]'s brand voice across all platforms.

I have attached my resume and a link to my portfolio for your review. I look forward to the possibility of discussing how my skills can support the vital work being done at [Organization Name].

Sincerely,

[Your Name]