

[Your Full Name]
[Phone Number]
[Email Address]
[Portfolio Link/Social Handles]
[City, State]

[Date]

[Hiring Manager Name]
[Title, e.g., Director of Digital Strategy]
[Sports Organization/Team Name]
[Organization Address]

Dear [Hiring Manager Name or "Search Committee"],

Re: Social Media Coordinator - [Team/Organization Name]

[Opening Paragraph: Express your enthusiasm for the specific team/brand. Mention a recent social media campaign or moment from the organization that resonated with you. State your desire to contribute to their digital voice and fan engagement.]

[Middle Paragraph: Highlight your experience managing professional social channels. Mention specific platforms (TikTok, Instagram, Twitter/X). Detail your experience with real-time game coverage, short-form video production, and community management. Quantify your achievements, such as growth percentages or engagement rates.]

[Secondary Paragraph: Discuss your technical skills, such as Adobe Creative Suite (Premiere, Photoshop), CapCut, and analytics tools. Emphasize your ability to work under pressure in a fast-paced sports environment and your understanding of current digital trends and athlete branding.]

[Closing Paragraph: Reiterate your passion for [Team Name] and your commitment to elevating their digital presence. Mention your availability for an interview to discuss how your creative vision aligns with their upcoming season goals.]

Sincerely,

[Your Signature]
[Your Printed Name]