

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

[Date]

[Hiring Manager Name]
[Real Estate Agency/Firm Name]
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the Social Media Coordinator position at [Agency Name]. With a background in [Digital Marketing/Content Creation] and a keen interest in the [Location] real estate market, I am confident in my ability to elevate your brand's digital presence and drive lead generation through strategic social storytelling.

In my previous experience, I have successfully managed platforms such as Instagram, TikTok, and Facebook to showcase property listings and build agent authority. I specialize in creating high-engagement content, including [mention specific skills, e.g., property tour reels, client testimonials, or market trend infographics]. I understand that in real estate, social media is not just about aesthetics, but about building trust and converting followers into homeowners.

I am particularly drawn to [Agency Name] because of your reputation for [mention a specific company achievement or style]. I am eager to apply my skills in [mention software, e.g., Canva, Adobe Premiere, or Meta Business Suite] to help your team reach a wider audience and stay ahead of market competitors.

Thank you for your time and consideration. I look forward to the possibility of discussing how my creative approach can support your sales goals.

Sincerely,

[Your Signature]