

[Your Name]
[Your Current Job Title / Department]
[Date]

To: [Hiring Manager Name]
[Department Name]

Subject: Internal Referral for Social Media Manager Position - [Candidate Name]

Dear [Hiring Manager Name],

I am writing to formally refer [Candidate Name] for the Social Media Manager position at [Company Name]. Having worked closely with [Candidate Name] in a professional capacity at [Previous Company/Project], I am confident that their expertise in digital strategy and brand growth would be a significant asset to our marketing team.

During our time working together, I witnessed [Candidate Name] successfully [mention a specific achievement, e.g., increase organic engagement by X% or manage a high-budget ad campaign]. Their ability to balance creative content production with data-driven analytics aligns perfectly with the goals of our current social media initiatives.

Specifically, [Candidate Name] excels in:

- [Core Skill 1, e.g., Community Management]
- [Core Skill 2, e.g., Multi-platform Content Strategy]
- [Core Skill 3, e.g., Paid Social ROI Tracking]

Beyond their technical skills, [Candidate Name] possesses a collaborative mindset and a deep understanding of our brand voice. I believe they would integrate seamlessly into our corporate culture and contribute immediately to our online presence.

I have attached their resume for your review and would be happy to discuss my experience working with them in further detail at your convenience.

Best regards,

[Your Signature]

[Your Name]