

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

[Date]

[Hiring Manager Name]
[Job Title]
[Agency/Company Name]
[Office Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the **[Job Title]** position at **[Company Name]**. I was encouraged to apply for this role by **[Referral Name]**, who currently serves as **[Referral's Job Title]** at your organization and spoke highly of the team's innovative approach to **[mention a specific PR niche, e.g., crisis management/brand storytelling]**.

With [Number] years of experience in public relations and communications, I have developed a strong track record of securing high-tier media placements and managing complex stakeholder relationships. At **[Previous Company]**, I successfully led **[mention a specific project or campaign]** which resulted in **[mention a quantifiable result, e.g., a 30% increase in brand sentiment or 50+ media hits]**.

My background in **[mention specific skill, e.g., digital strategy, media relations, or copy editing]** aligns closely with the goals of your current **[mention a specific client or recent company campaign]**. I have long admired **[Company Name]**'s reputation for **[mention a company value or recent award]**, and I am confident that my network of media contacts and strategic mindset would be an asset to your firm.

I have attached my resume and a portfolio of my recent press releases and media coverage for your review. I look forward to the opportunity to discuss how my expertise can contribute to the continued success of **[Company Name]**.

Sincerely,

[Your Name]