

[Your Full Name]

[Your Phone Number] | [Your Email Address]

[LinkedIn Profile URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the Senior PR Associate position at [Company Name], as recommended to me by [Referral Name], who currently serves as [Referral's Job Title] at your firm. Having followed [Company Name]'s recent campaigns for [mention a specific project or client], I am eager to bring my expertise in media relations and strategic storytelling to your team.

With over [Number] years of experience in public relations, I have developed a proven track record of securing high-tier media placements and managing complex brand narratives. In my current role at [Current/Previous Company], I successfully [mention a key achievement, e.g., increased organic media coverage by X%] and maintained strong relationships with key journalists in the [Industry Name] sector.

My background aligns closely with the requirements of the Senior PR Associate role, particularly in:

- Executing comprehensive PR strategies that drive brand awareness.
- Mentoring junior staff and overseeing day-to-day account operations.
- Crafting compelling press materials, including pitches, releases, and executive op-eds.

I am confident that my proactive approach and industry connections will allow me to contribute immediately to [Company Name]'s continued success. I would welcome the opportunity to discuss how my skills and my referral's high regard for your team make me a strong fit for this position.

Thank you for your time and consideration.

Sincerely,

[Your Full Name]