

[Your Full Name]  
[Your Phone Number]  
[Your Email Address]  
[LinkedIn Profile URL]  
[City, State]

[Date]

[Hiring Manager Name]  
[Title]  
[PR Agency Name]  
[Agency Address]

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the **PR Account Executive** position at [PR Agency Name]. Having spent the last [Number] years as a Senior Journalist at [Publication Name], I have developed a deep understanding of the media landscape from the inside. I am now eager to leverage my editorial expertise, storytelling skills, and extensive media network to drive impactful results for your clients.

Throughout my career in journalism, I have mastered the art of identifying "the hook" that turns a routine announcement into a compelling narrative. My experience includes:

- **Media Relations:** I understand exactly what makes a pitch successful and how to cultivate long-term relationships with editors and producers across [Specific Beats/Industries].
- **Strategic Content Creation:** I have a proven track record of producing high-quality content under tight deadlines, a skill I plan to apply to drafting press releases, thought leadership pieces, and white papers.
- **Crisis Management:** My time on the news desk has equipped me with the ability to remain calm under pressure and navigate sensitive communications with precision.

Transitioning to PR is a deliberate step for me. I am particularly drawn to [PR Agency Name] because of your recent work on [Specific Campaign or Client]. I am confident that my "journalist's eye" will provide a unique competitive advantage to your account teams, ensuring our clients' stories are not only told but heard.

I look forward to discussing how my background in newsroom leadership and editorial strategy can contribute to the continued success of [PR Agency Name]. Thank you for your time and consideration.

Sincerely,

[Your Name]