

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

[Date]

[Hiring Manager Name]
[Title]
[Company Name]
[Company Address]

RE: [JOB TITLE] APPLICATION - TRANSITIONING FROM CONTENT EDITING TO DIGITAL CONTENT STRATEGY

Dear [Hiring Manager Name],

I am writing to express my strong interest in the **[Job Title]** position at **[Company Name]**. Having spent **[Number]** years refining narrative flow and editorial integrity as a Content Editor, I am eager to leverage my background in high-quality storytelling to drive measurable business results through comprehensive digital content strategy.

In my recent role at **[Current/Previous Company]**, I moved beyond the traditional scope of line editing to oversee the full content lifecycle. I spearheaded an initiative to [mention a specific achievement, e.g., transition a static blog into a lead-generation engine], which resulted in a **[Percentage]%** increase in [metric, e.g., organic traffic/user engagement]. This experience solidified my ability to align creative output with technical SEO requirements and broader organizational KPIs.

My editorial background provides a unique advantage in the strategy space. While many strategists focus solely on data, I ensure that data-driven decisions never compromise the brand voice or user experience. I am proficient in utilizing [Tools, e.g., Google Analytics, SEMrush, or HubSpot] to audit existing content, identify market gaps, and develop multi-channel roadmaps that resonate with [Target Audience].

I am particularly drawn to **[Company Name]** because of [mention a specific company project or value]. I am confident that my hybrid expertise in editorial excellence and strategic planning will help your team not only produce more content but produce the *right* content for your digital growth.

Thank you for your time and consideration. I look forward to discussing how my editorial perspective can elevate your digital strategy goals.

Sincerely,

[Your Full Name]