

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

[Date]

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

Dear [Hiring Manager Name],

Re: Application for Senior Content Strategist

I am writing to express my strong interest in the Senior Content Strategist position at [Company Name]. Having served as Managing Editor at [Current/Previous Company], I have spent [Number] years bridging the gap between editorial excellence and data-driven results. I am now eager to leverage my experience in high-level content oversight to drive the comprehensive strategic vision at [Company Name].

In my tenure as Managing Editor, I successfully [mention a key achievement, e.g., increased organic traffic by X% or managed a team of X creatives]. My transition into content strategy is fueled by a desire to focus on the holistic lifecycle of content—from market research and persona development to multi-channel distribution and performance analysis. I specialize in transforming complex business objectives into actionable content roadmaps that resonate with target audiences.

At [Company Name], I am particularly drawn to your [mention a specific project or company value]. I am confident that my background in editorial governance, combined with my proficiency in [mention tools like SEO, CMS, or Analytics], will allow me to elevate your brand authority and optimize your content ROI. I bring a unique perspective that ensures tactical execution never loses sight of the overarching brand narrative.

Thank you for your time and consideration. I look forward to discussing how my editorial leadership and strategic planning skills can contribute to the continued growth of [Company Name].

Sincerely,

[Your Printed Name]