

[Full Name]

[Phone Number] | [Email Address]

[LinkedIn Profile URL] | [Portfolio/Website URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the **Content Strategy Consultant** position at [Company Name]. With over [Number] years of experience as a Senior Editor managing [Publication/Brand Name], I have spent my career at the intersection of high-level storytelling and audience growth. I am now eager to apply my expertise in content lifecycle management and brand voice to a strategic consulting role within your team.

In my recent role as Senior Editor, I shifted from traditional line editing to architecting content frameworks that drive measurable business outcomes. I successfully [mention a specific achievement, e.g., increased organic traffic by X% or developed a multi-channel content roadmap] by prioritizing data-informed decision-making over intuition. My background allows me to not only envision a high-level content strategy but to understand the technical and creative requirements necessary for its execution.

Transitioning into content strategy consultancy, I bring a refined ability to:

- **Audit and Optimize:** Assessing existing content ecosystems to identify gaps and improve ROI.
- **Governance & Workflows:** Establishing scalable processes that ensure brand consistency across diverse platforms.
- **Audience Mapping:** Translating complex data into actionable personas and journey-based content plans.

I am particularly drawn to [Company Name] because of [mention a specific project or company value]. I am confident that my editorial rigor and strategic mindset will help your clients build sustainable, impactful content engines.

Thank you for your time and consideration. I look forward to the possibility of discussing how my background in editorial leadership can support your strategic objectives.

Sincerely,

[Full Name]