

[YOUR FULL NAME]
[YOUR PHONE NUMBER]
[YOUR EMAIL ADDRESS]
[YOUR PORTFOLIO/LINKEDIN LINK]

[Date]

[Hiring Manager Name]
[Lifestyle Brand Name]
[Company Address]

Dear [Hiring Manager Name/Team],

As a dedicated strategist with a deep understanding of the [Specific Lifestyle Niche, e.g., Wellness/Apparel] market, I am writing to express my interest in the Influencer Manager position at [Lifestyle Brand Name]. Having followed your recent [Specific Campaign or Launch], I am impressed by your commitment to [Brand Value] and am eager to leverage my experience in talent acquisition and relationship management to expand your digital footprint.

In my previous role at [Previous Company], I managed a diverse roster of [Number]+ creators, resulting in a [Percentage]% increase in brand sentiment and [Metric, e.g., \$X in earned media value]. I specialize in identifying authentic voices that align with brand aesthetics and negotiating high-impact contracts that drive both engagement and conversion. My approach focuses on long-term partnerships rather than one-off transactions, ensuring a consistent and organic brand narrative across social platforms.

I am particularly drawn to [Lifestyle Brand Name] because of your unique approach to [Specific Element of the Brand's Strategy]. I am confident that my data-driven approach to influencer selection and my proficiency in [Specific Tool, e.g., GRIN, AspireIQ, or Traackr] will allow me to scale your influencer program effectively while maintaining the premium integrity of the brand.

Thank you for your time and consideration. I look forward to the possibility of discussing how my network and strategic vision can contribute to the continued growth of [Lifestyle Brand Name].

Sincerely,

[Your Name]