

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

[Date]

[Hiring Manager Name]  
[Agency Name]  
[Agency Address]

Re: [Job Title] Application

Dear [Hiring Manager Name],

As a copywriter who lives at the intersection of cultural trends and performance data, I have long admired [Agency Name]'s ability to [mention a specific recent campaign or agency value]. I am writing to express my interest in the Social Media Copywriter position, where I can apply my experience in crafting platform-specific narratives that stop the scroll and drive conversion.

In my previous role at [Previous Company/Agency], I was responsible for the voice and social strategy of [Client Names/Industries]. My approach combines high-level conceptual thinking with the technical agility required for modern social platforms. Key highlights of my background include:

- **Trend Adaptation:** Translating complex brand pillars into native-feeling content for TikTok, Reels, and emerging platforms.
- **Performance Writing:** Utilizing A/B testing results to refine CTA copy, resulting in a [X]% increase in engagement/CTR for [Specific Campaign].
- **Collaboration:** Working seamlessly with art directors and motion designers to ensure copy and visual assets are perfectly synced for maximum impact.

What excites me most about joining [Agency Name] is your reputation for [specific agency trait, e.g., "boundary-pushing humor" or "data-led storytelling"]. I am eager to bring my "always-on" mindset and my ability to pivot brand voices across diverse client portfolios to your creative team.

Thank you for your time and consideration. I have attached my portfolio, which includes examples of viral organic campaigns and high-performing paid social ads. I look forward to the possibility of discussing how my skills can support [Agency Name]'s upcoming projects.

Best regards,

[Your Signature]

[Your Printed Name]