

# [Full Name]

[Phone Number] | [Email Address] | [LinkedIn Profile URL]  
[Portfolio/Portfolio Link] | [Location]

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[Date]

[Hiring Manager Name]  
[Title: e.g., Director of Marketing]  
[Company Name]  
[Company Address]

## **RE: [SOCIAL MEDIA LEAD/MANAGER] POSITION - [REFERENCE ID IF APPLICABLE]**

Dear [Hiring Manager Name],

### **The Hook & Value Proposition:**

[Open with a powerful statement regarding your philosophy on social community building or a specific high-level achievement. Mention why their brand's digital presence resonates with your strategic approach.]

### **Strategic Experience & Achievements:**

[Describe your experience leading cross-platform strategies. Highlight a specific campaign where you drove measurable ROI, increased engagement rates by X%, or grew a community by X. Focus on the 'Lead' aspect-managing teams, budgets, and high-level KPIs.]

### **The Technical & Creative Intersection:**

[Detail your expertise in social listening, analytics tools, paid social integration, and trend forecasting. Explain how you balance data-driven decision making with creative storytelling to maintain brand voice.]

### **Cultural & Brand Alignment:**

[Explain why you are the right fit for this specific company's industry. Mention your familiarity with their target demographic and how you plan to evolve their current social trajectory.]

### **Call to Action:**

[Invite the reader to a discussion about your vision for their brand. Mention your availability for an interview.]

Sincerely,

[Full Name]