

# [Full Name]

[Email Address] | [Phone Number] | [Portfolio URL / LinkedIn]

[Date]

Dear [Hiring Manager Name or "Team"],

I am writing to express my interest in the **Social Media Content Writer** position at [Company Name]. As a digital storyteller with a track record of driving engagement across [Platforms: e.g., Instagram, TikTok, LinkedIn], I am eager to help amplify [Company Name]'s brand voice and connect with your audience through high-impact content.

In my previous role at [Previous Company/Freelance Practice], I specialized in translating complex brand values into digestible, shareable posts. Key highlights from my portfolio include:

- **[Campaign Name]:** Achieved a [%] increase in organic engagement by [Briefly describe strategy].
- **[Strategy/Project]:** Developed a cohesive visual and tonal guide that grew follower count by [Number] over [Timeframe].
- **[Content Format]:** Wrote and produced [Type of Content: e.g., Short-form video scripts/Twitter threads] that resulted in [Metric].

I am particularly drawn to [Company Name] because of your recent [Specific Campaign or Company Value]. My approach combines data-driven insights with creative flair to ensure every caption and script serves a strategic purpose.

I have attached my portfolio for your review and look forward to the possibility of discussing how my writing style can support your marketing objectives.

Best regards,

[Full Name]