

**[Your Full Name]**  
[Phone Number] | [Email Address]  
[LinkedIn Profile / Portfolio Link]  
[City, State]

[Date]

[Hiring Manager Name]  
[Company Name]  
[Company Address]

Dear [Hiring Manager Name or "Team"],

I am writing to express my interest in the [Job Title] position at [Company Name]. As a social media strategist with a focus on e-commerce growth, I have closely followed [Company Name]'s recent [mention a specific campaign or product launch] and believe my expertise in driving conversions through organic and paid social channels can help scale your digital presence.

In my previous role at [Previous Company], I developed a social commerce strategy that resulted in a [Percentage]% increase in direct-from-social revenue within [Timeframe]. I specialize in bridging the gap between brand storytelling and performance marketing, specifically through [mention specific platforms, e.g., Instagram Shopping, TikTok Shop, or Pinterest]. My approach focuses on data-driven content creation and influencer partnerships that do more than just generate "likes"-they drive measurable ROI and customer loyalty.

I am particularly drawn to [Company Name] because of your commitment to [mention a company value or specific niche]. I am confident that my experience managing [mention a specific tool or budget size] and my ability to analyze consumer behavior trends will allow me to contribute immediately to your marketing objectives.

Thank you for your time and consideration. I look forward to the possibility of discussing how my background in e-commerce strategy can support the continued growth of [Company Name].

Sincerely,

[Your Full Name]