

[Your Full Name]

[Phone Number] | [Email Address]

[LinkedIn Profile/Portfolio URL]

[City, State]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name/Social Media Team],

I am writing to express my interest in the Paid Social Media Strategist position at [Company Name]. With a proven track record of managing high-budget campaigns across [Platform A], [Platform B], and [Platform C], I specialize in blending data-driven performance marketing with creative storytelling to drive measurable ROI.

At [Previous Company], I was responsible for overseeing a monthly ad spend of [Amount]. My strategic approach centered on [Specific Strategy, e.g., Full-funnel retargeting/A/B testing frameworks/Audience segmentation], which resulted in:

- [Key Achievement: e.g., 25% increase in ROAS within six months]
- [Key Achievement: e.g., Reduced CPA by 15% through creative optimization]
- [Key Achievement: e.g., Scaled customer acquisition by X% YoY]

What draws me to [Company Name] is [Specific reason regarding their brand or recent campaign]. I am confident that my expertise in [Specific Skill: e.g., Meta Ads Manager, TikTok Spark Ads, or Attribution Modeling] will allow me to elevate your current social strategy and help reach your goal of [Specific Company Goal mentioned in Job Description].

I look forward to the possibility of discussing how my experience in scaling paid social ecosystems can contribute to the continued growth of [Company Name]. Thank you for your time and consideration.

Sincerely,

[Your Name]