

[Your Full Name]

[Your Phone Number] | [Your Email]

[LinkedIn Profile URL] | [Portfolio/Website URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name or "Selection Committee"],

I am writing to express my interest in the **Senior Social Media Strategist** position at [Company Name]. With over [Number] years of experience driving brand growth through data-driven storytelling and community engagement, I am confident in my ability to elevate [Company Name]'s digital presence and deliver measurable ROI.

In my previous role as [Your Current/Most Recent Job Title] at [Previous Company], I spearheaded a comprehensive social strategy that resulted in a [Percentage]% increase in organic reach and a [Percentage]% boost in cross-platform conversion rates. I specialize in bridging the gap between creative content and analytical performance, ensuring every campaign aligns with overarching business objectives. My experience includes managing high-budget paid social campaigns, overseeing influencer partnerships, and leading multi-disciplinary teams to execute cohesive brand narratives.

I have long admired [Company Name]'s approach to [mention a specific campaign or brand value]. I am particularly drawn to this opportunity because of your commitment to [mention a specific company goal or industry trend]. I am eager to apply my expertise in [Specific Skill, e.g., Social Listening or Short-form Video Strategy] to help your team navigate the evolving social landscape and foster deeper connections with your audience.

Thank you for your time and consideration. I look forward to the possibility of discussing how my strategic vision and technical skills can contribute to the continued success of [Company Name].

Sincerely,

[Your Full Name]