

[Your Full Name]
[City, State, Zip Code]
[Phone Number] | [Email Address]
[LinkedIn Profile URL] | [Portfolio/Handle URL]
[Date]

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

Dear [Hiring Manager Name or "Team"], I am writing to express my interest in the **Social Media Manager** position at [Company Name]. As a digital strategist with [Number] years of experience in growing online communities and driving engagement, I have long admired [Company Name]'s approach to [mention a specific campaign or brand trait]. In my previous role at [Previous Company], I was responsible for managing platforms across [List Platforms: Instagram, TikTok, LinkedIn, etc.]. My data-driven approach allowed me to increase total follower growth by [X]% and boost average engagement rates by [X]% within [Timeframe]. I specialize in:

- **Content Strategy:** Developing high-performing visual and video content tailored to platform-specific algorithms.
- **Community Management:** Building brand loyalty through proactive engagement and customer sentiment analysis.
- **Analytics & Reporting:** Utilizing [Tools: Sprout Social, Hootsuite, GA4] to translate social metrics into actionable business insights.
- **Paid Social:** Executing targeted ad campaigns with a focus on [ROI/ROAS/Conversions].

What excites me most about [Company Name] is the opportunity to [mention a specific goal like "expand into short-form video" or "refine brand voice"]. I am confident that my creative storytelling abilities and technical proficiency can help elevate your digital presence and convert followers into brand advocates. Thank you for your time and consideration. I look forward to the possibility of discussing how my social media expertise can contribute to the continued success of [Company Name].

Sincerely,

[Your Name]