

# [FULL NAME]

[PORTFOLIO URL / LINKEDIN PROFILE]

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[Phone Number]

[Email Address]

[City, State]

[Date]

[Hiring Manager Name]

[Boutique Agency Name]

[Agency Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the PR Lead position at [Boutique Agency Name]. Having followed your recent campaign for [Specific Client/Project], I was impressed by the agency's ability to [mention a specific agency strength, e.g., secure high-tier placements / execute disruptive creative]. With [Number] years of experience managing media relations and brand strategy for [mention niche, e.g., lifestyle/tech/luxury] brands, I am eager to bring my expertise to your high-touch, agile team.

In my current role at [Current/Previous Company], I spearheaded the PR strategy for [Client Name], resulting in [Key Metric, e.g., 40% increase in Share of Voice]. I specialize in crafting narratives that resonate with [Target Audience] and have cultivated deep-rooted relationships with editors at [Specific Publication 1] and [Specific Publication 2]. I understand that in a boutique environment, the Lead must be both a visionary strategist and a hands-on executor; I thrive in this duality.

My approach to PR aligns with [Boutique Agency Name]'s reputation for [mention a value, e.g., bespoke storytelling / data-driven results]. Key highlights of my background include:

- [Achievement 1: e.g., Successfully launching a cross-channel campaign for a startup that led to acquisition]
- [Achievement 2: e.g., Managing crisis communications for a high-profile client with zero negative sentiment leakage]
- [Achievement 3: e.g., Mentoring a team of three junior associates to exceed quarterly placement goals by 20%]

I am particularly drawn to this role because of [Agency Name]'s commitment to [Specific Agency Focus]. I am confident that my network and strategic mindset will contribute immediately to your clients' growth and the agency's prestige.

Thank you for your time and consideration. I look forward to the possibility of discussing how my experience can benefit [Boutique Agency Name].

Sincerely,

[Full Name]