**LETTER TEMPLATE**

**SOCIAL MEDIA MANAGER COVER LETTER**

**[Your Name]**

**[Phone Number]**

**[E-Mail]**

Dear Hiring Manager,

I am so excited for the opportunity to apply for the position of Social Media Manager with Seaside Fashion. I recently graduated with honors with a bachelor’s degree in Marketing and I am deeply passionate about both social media and women’s fashion. I’m confident that my personal interest and top-notch marketing skills make me a top candidate for this position.

During my degree program I completed a 6-month internship with a popular toy company. I was tasked with designing a social media marketing to build brand awareness, engaging with the audience, and tracking campaign metrics. At the end of the campaign, we had expanded our social media audience by 20% and increased our engagement rate by 50% across all platforms.

I have exceptional creative and analytical thinking skills. I know how to perform in-depth customer research in order to determine how best to serve an audience. I am aware that I still have a lot to learn, but I am confident that I have the skills necessary to design creative and successful social media strategies that will support your company goals.

I thank you for your consideration and I look forward to discussing my qualifications in more detail in the near future.

Sincerely,

**[Your Name]**

**[Phone Number]**

**[E-Mail]**