**SOCIAL MEDIA MANAGER COVER LETTER**

Dear Hiring Manager,

I am thrilled to submit my application for the Social Media Specialist at Innovation Advertising. As a pioneer of the social media age, I have experience that goes back to the initial creation of Facebook, Instagram, and Twitter. By witnessing some of the first advertising campaigns and all subsequent changes, I have developed an understanding of the types of projects that have high rates of success versus the ones that will fail.

I am trained in the area of contemporary marketing platforms, which includes a plethora of social media websites where I utilize current trends and interest-based targeting to seek new buyers. I also helped lead a large project focused on retargeting of prior buyers for Innovation Advertising. During my time with the company, our team was able to reduce the rate of abandoned checkouts by 28% and increase the number of repeat clients by 41%. These changes contributed to an additional 6% in bottom-line revenues. All of our work prioritized sustainability and cost-saving strategies that yielded a sub-par increase in expenses for the company.

I have completed multiple training sessions of professional business communication, employee negotiation techniques, and customer conflict resolution. This allows me to interact with practically anyone and effectively determine their objectives. Due to the way that social media marketing operates, having these talents helped me reach the highest efficiency rate for advertising campaigns at Innovation Advertising where 73% of all my work resulted in a purchase. I hope to use these talents again as I help your clients advertise to their buyers in a smarter and more lucrative manner.

Thank you for taking the time to review my application. I am excited to continue interacting with your brand and get to understand your underlying expectations more. I will also be more than happy to demonstrate any of the aforementioned talents by submitting short projects or tangible deliverables from my prior engagements.

Sincerely,

Annalise Sinclair