

Jane Doe
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[Month] [Day] [Year]

John Smith
Position
Acadium
Company address line 1
Company address line 2

Dear Mr. Smith,

Dear [Interviewer's Name],

I found your opening for a social media director on Indeed and was struck by how good the position was. After conducting research on the role and your company, I'm confident that my previous work experience and skills would make me an excellent addition to your team.

In your post, you noted that your ideal candidate needs strong leadership qualities to integrate your new social media team to your business. As an office manager at XYZ company, I expertly coordinated and supervised multiple teams to ensure smooth business operations. I'm also well-versed in maintaining a workable budget, monitoring customer feedback, and tracking the effectiveness of our workplace policies.

Because of my position, I was also in charge of integrating our newly-formed social media team to our existing structure. As such, I endeavored to learn and develop the team's branding voice and style bible across different social media platforms. To this end, I became certified in social media marketing to better guide the team.

The drive I found while helping our social media team is why I'm pursuing this role. I enjoy the challenge of running a social media team that consistently gets high engagement and converts leads to customers. To pursue that challenge with your company, a business who understands the importance of social media marketing, is the best way forward for my new career.

My skills are well-suited to your social media team's needs. My extensive managerial experience can help integrate your new team into the company. And with my certification, I can help train your entry-level candidates to build an engaged, well-versed social media team.

Should you want to hear more about how I can help your company, you can reach me through my email to set up an interview. I look forward to having a productive conversation, and learning more about your company.

Thank you for your time and consideration,

[Your Name]