



## Joseph Q. Applicant

123 Main Street, Anytown, CA 12345 · 555-212-1234 · josephq@email.com

September 1, 2018

Jane Smith

Director, Human Resources

*Fit Living*

123 Business Rd.

Business City, CA 54321

Dear Ms. Smith,

*I'm writing to apply for the position of Social Media Manager for Fit Living, as advertised on your website careers page. I have three years of experience as a Social Media Assistant for Young Living, and I believe I am ready to move up to the manager position.*

*In your job posting, you mention that you want to hire a Social Media Manager who understands Internet and social media trends. During my time at Young Living, I was given the responsibility of increasing follower numbers on Instagram. I explained to my manager that I would be happy to do so, and that I would also work hard to increase follower participation, because engagement has become an important metric.*

*Within six months, I increased our followers by over 50 percent and increased engagement by 400 percent. I'm very proud of that accomplishment. Currently, I'm working to build a following with the best influencers in our niche.*

*When I saw the job opening, I knew it was the perfect opportunity to offer you both my social media marketing skills and people skills. I've included my resume so you can learn more about*

consideration.

*Please feel free to email me or call my cell phone at 555-555-5555. I hope to hear from you soon.*

Sincerely,

Joseph Q. Applicant