Becky Applicant

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September 15, 2020

Lisa Lee
Operations Manager

Sunshine Hospital
123 Business Street
Business City, NY 54321

Dear Ms. Lee,

I would like to express my strong interest in the Social Media Manager position at Sunshine Hospital, as listed on Dice.com. I am confident that my previous success as a social media manager, as well as my strong communication and collaboration skills, make me an ideal candidate for the position.

I have ten years of experience in marketing, and I have spent the last five of those years as a Social Media Manager. I know what it takes to manage an effective online marketing campaign. I have expanded and/or developed social media presences for over one dozen organizations. My most recent campaign for Acme Corp. led to an increase of over 35% in inbound traffic for Acme Corp.’s website.

You state in your job application that you are looking for a Social Media Manager who is able to collaborate with others, particularly your upper management and sales staff. As Marketing Coordinator for Pioneer Health Systems, I maintained regular, open communication with the entire sales team, holding quarterly meetings in which I presented marketing reports and sought analysis and feedback from the entire team. As Social Media Manager for Jones & Jones PR Firm, I collaborated with the Director of Marketing and Producer of every company for which I worked. Multiple companies with which I worked praised my open communication style and teamwork.

I am confident that my experience, particularly within the field of healthcare marketing, as well as my ability to collaborate and communicate, make me a strong candidate for the Social Media Manager at Sunshine Hospital. I have enclosed my resume and will contact you next week to see if we might find a time to speak together. Thank you so much for your time and consideration.

Sincerely,

*Becky Applicant* (signature hard copy letter)

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