

# Joanna Hopkins

SOCIAL MEDIA MANAGER

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To The Marketing Team at Creative Solutions Marketing,

I was thrilled to learn from the recent news that Creative Solutions Marketing has secured a contract with Nike. This remarkable achievement underscores your agency's innovative approach and commitment to excellence in the competitive world of marketing. As a seasoned Social Media Manager with over seven years of experience in branding and digital marketing, I am excited about the opportunity to contribute my expertise to your team and drive impactful campaigns for such a prestigious client.

In my current role as a Social Media Manager at MarketMakers, I have developed and executed strategies that led to a 50% increase in engagement. By managing a team of five, I have enhanced content quality and consistency across platforms, while performance analysis and optimization reduced campaign costs by 20%. My innovative approach was recognized when I was awarded 'Employee of the Year' at SocialBee for my marketing strategies.

During my time at BrandBuilders as a Digital Marketing Manager, I created and managed campaigns that boosted our follower count by 30%. By collaborating closely with the design team, we produced compelling visual content that significantly improved our campaign ROI by 25%. My role required implementing data-driven approaches, a skill I believe will greatly benefit your team at Creative Solutions Marketing.

At AdVantage Corp, as a Social Media Coordinator, I coordinated daily activities to maintain a consistent brand voice, increasing post reach by 50% and contributing to a 15% increase in sales. My educational background in Communication from Springfield University has equipped me with the skills necessary to succeed in this field. I am confident that my experience, combined with my passion for social media and marketing, makes me a perfect fit for the Social Media Manager position at your agency.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and enthusiasm can contribute to the continued success of Creative Solutions Marketing and its exciting new partnership with Nike.

Kindly,

Joanna Hopkins