

Kacy Morse

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Leah Dixon
Senior Hiring Manager
United Way
(987) 654-3210
ldixon@uway.com

Dear Ms. Dixon,

Delivering a 140x Return On Investment figure on my company's Facebook advertising campaigns in 2019 was the most significant achievement of my web marketing career. I am excited to spearhead even more lucrative social media campaigns in the role of Social Media Manager at United Way.

With three years' experience as a Social Media Specialist and a drive to use web marketing to impact peoples' lives positively, I'm intrigued by United Way's mission to end poverty in my local community. The company's emphasis on creative innovation and results-focused ethos is ideal for my skills and experience.

Some of my most recent achievements include:

- Increasing my company's Twitter following from 3,000 to 35,000+ in 2019
- Setting up the company's blog and producing engaging content and tools to grow the subscriber list to 9,500+ in a single year
- Playing a crucial role in increasing web traffic to the company's website by 385% over three years

I would like to arrange an interview to explore how my proven abilities for driving engagement through social media campaigns can help United Way exceed its goals in 2021. Please contact me so we can arrange an appointment.

Yours sincerely,

Kacy Morse

P.S. I would love to tell you why I was nominated Employee of the Year in 2019.