

Janet Jane

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Carmen Carson
Senior Hiring Specialist
Massachusetts Digital Strategies, Inc.
(987) 654-3210
ccarson@mds.com

Dear Ms. Carson,

Consistently coming in under budget and beyond expectations has helped me advance quite far at my current organization. I would love to bring my budgeting and marketing skills to Massachusetts Digital Strategies as your Chief Social Strategist.

I am entering my 16th year in the field. Now that I'm several promotions into my career, I would like to take on a new challenge at an organization like yours, which works with inspiring clients. In turn, I believe they will be excited to work with me, given these recent personal successes:

- Oversaw the Attleboro Zoo's social media efforts during their 2020 fundraiser, which resulted in an estimated 300% ROI for the organization
- Designed the Voice of the Fan engagement campaign for the Attleboro Barnstormers football team, which won the Innovative Campaign of the Year Award from the Massachusetts Social Media Guild
- Drove my current company's embrace of new channels, including TikTok

At your convenience, I would appreciate an interview so that I can tell you more about what I can bring to your organization. Please let me know when you have an ideal time to talk.

Sincerely,

Janet Jane, M.B.A.

P.S. I'd love to describe how I boosted a client's Twitter account from 12 followers to 200 overnight!