

SARAH THOMPSON

Marketing Assistant | 123 Address St., Philadelphia, PA 12345 | sthompson@youremail.com | (123) 456-7890

January 1, 2022

JOHN ROBERTS

Hiring Manager
Northeast Insurance Inc.
(987) 654-3210
john@northeastinsuranceinc.com

Dear Mr. Roberts,

As you can see from my resume, I have three years of experience supporting marketing campaigns for insurance companies. During my time at Lifestance Insurance, I played a pivotal role in the execution of a social media marketing initiative to generate leads on LinkedIn, Facebook, Twitter, and Instagram. These efforts helped grow social media presence by over 40%. I hope to bring similar success to your organization in the marketing assistant role.

Northeast Insurance Inc.'s reputation for its ethical business practices is what draws me to apply for the position. I believe that transparency and honesty are integral to building consumer trust, and I am confident I can help continue to enhance your marketing efforts based on the following achievements from my career:

- Coordinated with the marketing team and social media specialists to execute social media campaigns across four channels, resulting in a 400% increase in followership
- Supported the refinement of marketing copy for insurance products and services to provide transparency and build trust with the customer base
- Tracked and analyzed campaign performance and presented data to senior leadership

I look forward to scheduling an interview to tell you more about how my expertise in social media marketing can aid your organization. Feel free to contact me for additional information at your convenience.

Best regards,

(Insert Signature Here)

SARAH THOMPSON