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# Example of Media Strategy Cover Letter

325 Conn Knoll
New Allenaside, WV 08436-7246

**Dear Stevie Kris,**

I submit this application to express my sincere interest in the media strategy position.

In my previous role, I was responsible for ongoing analytical support for multiple media channels, with a heavy focus on digital.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

* Successfully lead junior platform strategists and other integrated media specialists as needed to achieve client/program objectives
* Inform the development of creative and editorial assets to resonate with priority audiences and ensure channels are being used in high-value ways
* Follow the shifts in platform functionality to ensure strategies succeed
* Oversee clients’ social media channels including editorial planning, content development, paid media, monitoring/analytics and ongoing social strategy
* Explore first and third party data sources and work with paid media strategists to construct advanced distribution plans
* Support new business development efforts
* Experience building and managing teams and motivating team members to deliver high quality work
* Experience building and managing editorial processes that identify and aggregate content opportunities from various sources into one holistic channel strategy

**Thank you for considering me to become a member of your team.**

Sincerely,

Bellamy Jacobi