

# Manager Public Relations Cover Letter

969 Kati RestRusselville, WA 79516

**Dear Sam Rath,**

In response to your job posting for manager public relations, I am including this letter and my resume for your review.

Previously, I was responsible for strategic counsel to brand teams and direct tactical implementation of product communication programs, including but not limited to traditional consumer media campaigns and social influencer programs.

Please consider my experience and qualifications for this position:

- Marketing experience in Social Media
- Demonstrate knowledge of games and the game industry
- Firm grasp of gaming, pop-culture and emerging trends
- Stamina to thrive in a fast-paced, high-energy, "start-up" environment
- Knowledge and practical application of social media and influencer strategies is critical
- Deep knowledge of public relations strategy – including story development, pitching, content creation, influencer relationships, – and how PR intersects with marketing and social
- Highly advanced oral and written communication skills. Proven experience in media relations, particularly trade media relations
- Solid experience with social media including blogs, Facebook, Twitter, LinkedIn, Instagram

**Thank you in advance for reviewing my candidacy for this position.**

Sincerely,

Lennox Kreiger