

# Media Strategist Cover Letter

9745 Voncile Alley  
Kaylenefort, OR 41125

**Dear Sam Beer,**

In response to your job posting for media strategist, I am including this letter and my resume for your review.

Previously, I was responsible for channel expertise and collaborate with the media agency on digital and traditional media channel strategy and with the investment teams, and provide strategic guidance on digital and traditional plans, platforms, activations and performance KPIs.

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:

- Comfortable with paving new territory and implementing mobile media 'firsts'
- Understanding of agency business models
- Proficiency in media-related and other basic software packages
- Developing media strategies that deliver against media objectives based on overall marketing/communication objectives
- Current experience pitching top-tier national business and consumer media
- Demonstrated commitment to solutions-focused journalism
- Demonstrated commitment to applied work that makes a difference in local communities
- Demonstrated success in producing or co-producing community events

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

Sincerely,

Briar Will