

# Morgan L. Bloom

## Social Media Coordinator

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Patricia Smith  
Human Resources  
Four Score Marketing  
101 1<sup>st</sup> Avenue, Suite D  
South Bend, Indiana 46601  
Via Online Submission

Dear Ms. Smith:

When I spotted the job posting for a Social Media Coordinator on Four Score Marketing's website, I knew I had to reach out. You probably have a wide range of candidates from which to choose. And, like me, they may have the Bachelor of Science degree in Information Technology and at least three years of social media coordinating experience you're seeking. However, my unique background in online content marketing is what sets me apart. Let me explain...

Since the age of 17, I've been creating social media campaigns for clients in the retail and restaurant industries. It all started when my Aunt Eunice asked me to help expand the social media presence of her floral shop, BloomBlooms.com. Even though I had no experience, my aunt promised to pay me with her famous homemade chocolate fudge—so I had plenty of motivation to try.

I quickly learned the fundamentals, including managing social media platforms, search engine optimization and key performance indicators. Within six weeks of launching her first campaign on Instagram, my aunt had a 13% increase in click-throughs to her website and 22% more organic followers on social media. Within 12 weeks, her online flower orders increased 17%. After seeing the powerful effect social media campaigns had for Aunt Eunice's business, I was hooked.

I switched my college major at Indiana State University from English to Information Technology, beat out 379 applicants for a highly-coveted online marketing content internship at the South Bend Public Library System, and was then hired as an Assistant Social Media Coordinator/Content Creator right out school—all while also honing my marketing, photography and graphics skills.

Since 2018, I've been working on a freelance basis, helping six companies grow with fresh, innovative and effective social media content. However, I miss the energy, synergy and camaraderie that comes from working as a member of team. So, I was thrilled to discover that Four Score Marketing was looking for a new Social Media Coordinator. I've been a longtime fan of your campaigns—from the Toboggan Season Instagram challenge and Lavender Mist TikTok aromatherapy competition to the Missy's Cakes memes and Healthwise "Nudge News" content. I admire the out-of-the-box

thinking your company is known for. And, I know that I share the same inventive spirit that would allow me to start contributing immediately with your next campaigns.

If you'd like to learn more about me and the kind of creativity and social media know-how I can bring to Four Score, I'd welcome the opportunity to schedule an interview. You can reach me at (574) 555-1234 or [MorganLaneBloom@gmail.com](mailto:MorganLaneBloom@gmail.com).

Thank you for your time. I look forward to hearing from you.

Sincerely,  
Morgan L. Bloom