

Hi there,

With this letter and the attached resume, I would like to express my interest in the Social Media Specialist position you have available.

I previously worked as a Content & Communications Team Lead at Preen.Me - an influencer and digital solutions agency focusing on the beauty and fashion space. We create and launch innovative solutions to achieve digital marketing, operational, and e-commerce objectives across multiple platforms including social media, websites, and digital channels. We have worked with leading brands such as Mustela, Fresh Beauty, Makeup Revolution, Unilever brands, Palmer's, First Aid Beauty, etc. We operate and run programs and campaigns designed to help brands boost social following and awareness through Social Media and Influencer Marketing.

My daily work includes translating clients' needs into actionable marketing strategies, mapping out and adhering to key project milestones, communicating and building authentic relationships with influencers, managing the Content & Communications team, and collaborating with cross-functional, international teams to ensure KPIs are met.

As a proficient and results-oriented professional with almost 2 years of experience in Social Media and Influencer Marketing – I believe I have the knowledge and drive that will allow me to contribute towards the success of your company.

Thank you for your consideration and I look forward to speaking with you soon.

Sincerely,

Rio Bantillo