

Public Relations Cover Letter Sample

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[Hiring Manager's Name]

74 Company Address

Atlanta, GA, 30350

(xxx) xxx-xxxx

hiring.manager@gmail.com

Dear [Mr./Ms./Mx.] [Hiring Manager's Name],

With 10+ years of experience in managing brand reputation, stakeholder communications, and strategic public and media relations for renowned corporate firms, I'm excited to submit my application for the Public Relations Manager opening at [Company Name].

Throughout my career, I've been recognized for devising and implementing effective PR and media campaigns, marketing collateral, and communication plans to create positive organizational exposure. Currently, as Public Relations Manager for Baker McKenzie LLP, I protect the firm and its reputation by introducing public relations campaigns, writing press releases, and pitching stories in line with the firm's corporate goals and objectives. Please consider the following highlights of my key career achievements:

- Grew the firm's ROI 215% and digital marketing lead generation 147% by launching marketing campaigns and managing relationships with 7+ mainstream media outlets
- Introduced a global media and public relations strategy for 13 practice areas in line with the firm's overall business goals
- Directed a \$12 million special project of strategic importance, including managing internal communications, external community groups, and stakeholder engagement

With success in influencing public perceptions, managing public relations, and crisis communications, I'm prepared to enhance the reputation of your organization. I look forward to meeting with you and learning more about your goals for this position at [Company Name]. Until then, thank you for your consideration.

Sincerely,

[Your Name]