

Armaan Sood
1812 S Hardy Dr
Tempe, AZ 85281
+1 (480) 979-8092
asood22@asu.edu

October 05, 2024

Enterprise Brand Strtgy & Mgmt
Arizona State University
Tempe, AZ

Dear Hiring Manager,

I am writing to express my interest in the Social Media Coordinator position at Arizona State University. As a digital marketing major passionate about storytelling and community engagement, I am eager to contribute to ASU's flagship social media accounts and enhance the university's online presence. My decision to study at ASU was influenced by its commitment to innovation and community, and I am excited about the opportunity to promote the exciting programs, resources, and events that the university offers.

With experience in developing and executing social media strategies, I possess strong written and verbal communication skills, as well as a detail-oriented approach to managing content. In my recent internship with [Previous Company or Organization], I honed my abilities in social media monitoring, content planning, and scheduling using tools like Hootsuite and Airtable. My role involved collaborating with team members to create engaging content and reports that helped evaluate campaign performance, skills that align perfectly with the requirements of this position.

I am familiar with project management software such as Wrike and have successfully coordinated multiple projects simultaneously, allowing me to effectively follow tasks through to completion. I thrive in fast-paced environments and have a positive attitude toward brainstorming fresh ideas that engage and grow our online audience. My ability to proofread and edit social media content ensures that all materials align with ASU's writing style and uphold the university's brand standards.

My interest in learning about ASU stories, programs, and events will enable me to contribute meaningfully to the Social Media Management team. I am excited about the collaborative nature of this role, working alongside the Enterprise Brand Strategy and Media Relations teams to deliver high-priority content effectively. I am more than willing to cover events during nights and weekends as needed, ensuring comprehensive engagement with and support for the ASU community.

Thank you for considering my application for the Social Media Coordinator position. I am enthusiastic about the possibility of joining your team and am eager to contribute my skills in social media management to enhance the visibility and impact of ASU's initiatives. I look forward to the opportunity to discuss how I can play a valuable role in supporting your goals.

Warm Regards,
Armaan Sood