

Dear Sir \ Madam,

I am delighted to apply for a Social Media management job your organization. I believe that I am the ideal candidate for this job post because of the following reasons;

- I have at least over 3 years of work experience in the field of communication and market
- I have a bachelor's degree in PR from Jomo Kenyatta University of Agriculture and Technology
- I know the dynamics in digital marketing including in social media engagements, websites, and blog posts campaigns.
- I have previously engaged the traditional media, that is the daily nation and standard newspapers on adverts and amongst other promotional services including news editorials from clients
- I have good presentation and interpersonal skills
- I have good writing skills in both PR Writing, projects proposals, and projects reports and also news writing
- I have experience in conducting various knowledge and perception based analytics, key amongst them the Menengai Market research and the Unicef Knowledge and perception survey.
- I am experienced with design tools such as Illustrator, Indesign, and photoshop for brochures, banners, catalog and promotional tools development.
- And above all, I am goals oriented and can work under tight pressure.

If given this opportunity, I promise to deliver on all my deliverables as undersigned to the best of your company's interest and as it would have been directed by the management.

Otherwise, thank you in advance for your consideration on my application.

Kind Regards,

Lester