

SULAMYT UDERZO

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Dear Hiring Manager,

I am writing to express my strong interest in the Content Creator and Social Media Manager position at Revero. Your mission to help people address the root causes of chronic disease through personalized care resonates deeply with me, and I am excited about the opportunity to contribute to a brand that is making a meaningful impact on people's lives.

With over five years of experience in social media management and content creation, I have developed a proven track record of building engaged communities and driving measurable results. In my recent role at IDGFAB S.R.L., I grew the company's LinkedIn following by 21% and generated over 22,000 impressions in just three months, achieving click-through rates of up to 80% through strategic content planning and carousel optimization. As Communications Manager at Merci René, I developed and executed comprehensive content strategies across multiple platforms, managing full editorial calendars and creating audiovisual content that consistently drove engagement and customer retention.

My experience spans the platforms most relevant to Revero's needs. I have managed social media accounts across Instagram, Facebook, LinkedIn, and other channels, using tools like Agorapulse, Hootsuite, and Buffer to coordinate content calendars and optimize posting schedules. My design capabilities in Canva, Figma, and Adobe Creative Suite enable me to create visually compelling graphics and short-form video content that captures attention and drives engagement. I understand the importance of staying current with social trends and have consistently implemented fresh ideas that resonate with target audiences.

What sets me apart is my ability to combine creative storytelling with data-driven decision-making. I regularly monitor performance metrics using Google Analytics and platform-specific insights to refine content strategies and maximize impact. My background in copywriting, SEO, and email marketing through platforms like Mailchimp and Brevo has given me a holistic understanding of how social media fits into broader marketing funnels and lead generation strategies.

I am highly organized and self-motivated, with extensive experience working remotely and collaborating across distributed teams. My multilingual background—fluent in Italian, Portuguese, French, and English—has equipped me with strong cross-cultural communication skills and the ability to adapt messaging for diverse audiences. While my recent professional content creation has primarily been in Italian and French, I hold a Bachelor's degree in Applied Foreign Languages, which has given me extensive experience translating and redacting English content. I am confident in my ability to craft compelling, authentic content in English that aligns with Revero's brand voice and resonates with your community.

I am available for 10-20 hours per week and am enthusiastic about the opportunity to help Revero expand its social media presence while engaging meaningfully with your community. I would welcome the chance to discuss how my skills and experience align with your needs and to learn more about your vision for the role.

Thank you for considering my application. I look forward to the opportunity to contribute to Revero's mission of helping people reclaim their health.

Warm regards,
Sulamyt Uderzo