Patrick Hickey

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Human Resource Department:

I am contacting you today regarding my interest in a Social Media specialist position at Manor Media Consultants. I will be graduating from West Virginia University in May, 2012 with a B.A. in Communication Studies.

I have witnessed the rapid development of social media and the impact it is having on the marketing and business development of virtually every industry. Social Media is an industry that is changing the way businesses generate revenue and reach their customers. It will become the most important tool in sales and marketing in the future, therefore I would like to be a part of it.

I use multiple social media platforms on a daily basis and have gained a very complex understanding of how social media operates and how it targets customers. My strong technological skills allow me to adapt and understand how to utilize these platforms effectively. I have a strong background in Marketing and Advertising from my internship with the RubberU as well as from my coursework as a Communication major at West Virginia University. The RubberU is a reusable discount/specials program that allows you to get savings continuously through the year. Instead of using a coupon that limits you to one use or at inconvenient times, the RubberU is a wristband that provides you with great savings when you need them all year long. With this hands-on experience, I believe I can be a beneficial resource to a company such as Manor Media in reaching your marketing and sales goals.

I am extremely motivated and energized to bring my solid work ethic and newly acquired skills to an entry level position where I can be a valuable contributor and capitalize on growth opportunities within an innovative, dynamic company like Manor Media.

Thank you for your time and consideration in the review of my resume and credentials. I look forward to hearing from you soon. I will follow up in within a week’s time.

Regards,

Patrick Hickey