


AVA THOMPSON

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New York, NY 

E-commerce Social Media Marketing Manager

To Sarah Green

ShopNow E-commerce

Dear Ms. Green,

I am writing to apply for the E-commerce Social Media Marketing Manager position at ShopNow E-commerce. With over six years of experience in digital marketing and e-commerce, I am passionate about combining creative content strategies with data-driven decisions to drive sales and engage customers. I am confident that my background in e-commerce social media management will allow me to effectively contribute to your company's growth.

In my current role as Social Media Manager at UrbanTrend, I have successfully led social media campaigns that directly impacted our online sales. By optimizing our Instagram and Facebook presence, I increased engagement by 35%, leading to a 25% increase in conversions. I have also spearheaded influencer marketing initiatives, collaborating with key influencers to promote limited-time offers and exclusive product launches. These efforts resulted in a notable spike in traffic to our website, as well as improved customer retention.

My experience with tools such as Hootsuite, Sprout Social, and Google Analytics allows me to track campaign performance and adjust strategies in real-time for maximum impact. Additionally, my strong understanding of paid social media ads on platforms like Facebook and Instagram has enabled me to effectively target and engage our audience, driving significant ROI for our e-commerce clients.

I would welcome the chance to further discuss how my experience aligns with the needs of your team. Please feel free to contact me at (212) 555-7890 or via email at ava.thompson@email.com to schedule an interview.

Thank you for considering my application. I look forward to the opportunity to contribute to the continued success of ShopNow E-commerce.

Sincerely,

Ava Thompson