

Jaqulyn Delpapa

Social Media Manager

Dear Betania Laurell,

I am thrilled to express my interest in the Social Media Manager position at Hootsuite. With Hootsuite's renowned reputation for innovation in social media management, I am eager to bring my skills and experience to your dynamic team.

Over the past six years at Sprout Social, I have honed my expertise in crafting compelling social media strategies that drive engagement and foster brand loyalty. My journey in social media marketing has been both enriching and transformative.

Some key achievements from my previous roles include:

- **Increased engagement by 45%** through a targeted content strategy at Sprout Social.
- Led a cross-functional team to launch a campaign that resulted in a **30% rise in brand awareness**.
- Developed a social listening program that improved customer response time by 20%.
- Spearheaded a project that integrated emerging technology, enhancing user interaction.

My proficiency in using analytics tools, coupled with a certification in digital marketing, equips me to deliver impactful results. I am passionate about leading teams and fostering a culture of creativity and inclusion.

Leadership and community involvement highlights:

- **Certified Digital Marketing Professional**, accredited by the Digital Marketing Institute.
- Recipient of the Social Media Excellence Award for innovative campaign design.
- Active volunteer and mentor in a local digital outreach program for underserved communities.

Hootsuite's commitment to empowering organizations with intuitive social media solutions resonates deeply with my professional philosophy. Your mission to revolutionize social media engagement aligns with my drive to push boundaries and inspire change.

I am excited about the possibility of contributing to Hootsuite's continued success and am open to discussing how my background, skills, and enthusiasm can support your goals.

Warm regards,

To

Betania Laurell
Hootsuite
2550 Bayshore Drive, Miami, FL

From

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