

Tenee Dolnick

Social Media Manager

Dear Kaytlin Kayo,

I am thrilled to apply for the Social Media Manager position at Hootsuite. The opportunity to contribute to a company renowned for its innovative approach to social media management is exciting.

With over five years of experience at Sprout Social, I have honed my skills in strategic content creation and community engagement, driving significant growth and brand loyalty.

Some key achievements from my previous roles include:

- Developed a campaign that increased user engagement by **35%**, earning recognition from senior leadership.
- Spearheaded a cross-functional team to launch a new product feature, resulting in a **20% boost** in platform adoption.
- Led a project that optimized social media analytics, improving reporting efficiency by **40%**.

My expertise extends beyond social media strategy. I am certified in advanced analytics and have led workshops on digital communication, underscoring my commitment to continuous learning and leadership.

Leadership and community involvement highlights:

- Awarded the **Sprout Social Leadership Excellence Award** for outstanding team guidance.
- Completed the Certificate in Digital Marketing Leadership, focusing on strategic planning and execution.
- Actively participated in community outreach programs, enhancing brand visibility and trust.

Hootsuite's mission to empower brands and foster genuine connections resonates deeply with me. I admire how your recent initiatives have set new standards in social media innovation, aligning perfectly with my passion for transformative digital storytelling.

I am eager to bring my skills to Hootsuite and contribute to your dynamic team. I welcome the opportunity to discuss how my background and aspirations align with your goals.

Warm regards,

To

Kaytlin Kayo
Hootsuite
1601 5th Avenue, Seattle, WA

From

Tenee Dolnick
Allentown, PA
(785) 310-0260
tenee.dolnick@gmail.com