**John C. Writer**

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September 1, 2018

Leroy Ramirez

Director, Human Resources

Happy Sports Website

123 Business Rd.

Business City, NY 54321

Dear Mr. Ramirez,

My former editor Louis Smith recently told me about the senior writer position at Happy Sports Website, and I was excited to hear about the opportunity. I've spent the past 10 years developing award-winning, high-traffic content for sites like Mensmag.com and The Monday Morning Quarterback, which I founded and built to a top 10 sports site.

Louis Smith has told me that you're interested in adding a team member who can take Happy Sports Website to the next level, including incorporating social media, optimizing the site for search, and achieving consistency of tone and coverage. My experience is particularly useful to achieving your goals. I can:

* **Analyze traffic and target content creation to build page views.** My content on Mensmag.com is consistently among the top 10 most-read pieces on the site, and creating and building The Monday Morning Quarterback has taught me how use analytics tools to chase down trends worth pursuing and build an audience.
* **Help you get that blue verified checkmark.** I expanded the Mensmag Sports Twitter feed from 500 to 50,000 followers, including big names in the industry like Joe Sportsguy and ESPN Commentator. In July of last year, I helped earn the feed verified status.
* **Get attention from the people who matter.** Whether it's getting retweets from names in the industry, boosting market share among the 18-34 demographic, or earning Bloggie awards, I have experience making great websites into excellent ones and getting them the attention they deserve.

I would love the opportunity to talk with you about the position and what I might bring to it. I've attached my resume and clips, and will email later this week to see if we can arrange a time to talk. Thank you for your time and consideration.

Best,

John C. Writer