**Britney Harrison**

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October 1, 2020

Dino Babers, Head Football Coach

Manley Field House

1301 E. Colvin St.

Syracuse, NY 13244

Dear Coach Babers:

Game day for the Pittsburgh Pirates social media team was a demanding and high-pressure environment in which I truly thrived. Due to this experience and my time as the communications lead for the Syracuse University Field Hockey Club, I am excited to apply for the social media coordinator position for Syracuse University Football. My abilities to post and edit in real-time, along with creating marketing campaigns to maximize brand exposure, make me an excellent fit for this role.

As one of three interns for the Pittsburgh Pirates social media team, I developed a posting schedule for each game day using Hootsuite for the team Instagram, Facebook and Twitter accounts. The organization and accuracy of the schedule was essential to ensure that content was published during specific innings. I often needed to manipulate images on-the-fly using Photoshop, adhering to brand guidelines to foster the voice of the organization. Similarly, during my time as the communications lead for the Syracuse University Field Hockey Club team, I edited match footage using Adobe Premiere Pro as a strategy to promote home games on Instagram, increasing attendance by 15 percent. This combination of skill and dedication makes me ideal for Syracuse Football’s social media team.

I am prepared to hit the ground running if selected for this position. I would love to speak with you to further discuss my qualifications and will follow up in the next week to set up a time. Thank you for your consideration.

Sincerely,

Britney Harrison