

# Entry-Level PR Position Cover Letter

Subject: Application for Public Relations Associate Position

Dear Hiring Manager,

I am writing to express my strong interest in the Public Relations Associate position at [Company Name]. As a recent graduate with a degree in Communications and hands-on experience through internships at [Previous Company], I am excited about the opportunity to contribute to your dynamic PR team.

During my internship at [Previous Company], I assisted in developing media kits, coordinating press events, and monitoring media coverage across multiple platforms. I successfully pitched three stories that resulted in placements in local publications, and I managed social media accounts that grew engagement by 40% over six months. These experiences taught me the importance of strategic messaging, relationship building, and adaptability in the fast-paced world of public relations.

I am particularly drawn to [Company Name] because of your innovative campaigns for [specific client or project]. Your approach to integrating traditional media relations with digital storytelling aligns perfectly with my belief that effective PR requires a multi-channel strategy. I am eager to bring my creativity, attention to detail, and enthusiasm to your team.

I have attached my resume and portfolio showcasing writing samples and campaign materials I have developed. I would welcome the opportunity to discuss how my skills and passion for public relations can contribute to [Company Name]'s continued success.

Thank you for considering my application. I look forward to hearing from you.

Sincerely,

[Your Name]

[Phone Number]

[Email Address]

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