

PR Agency Application Cover Letter

Subject: Application for Account Executive Position

Dear [Hiring Manager's Name],

The fast-paced, client-focused environment of agency life is where I thrive, which is why I am excited to apply for the Account Executive position at [Agency Name].

I have spent the past three years at [Current Agency/Company], where I have managed multiple client accounts simultaneously across diverse industries including retail, technology, and nonprofit. I excel at juggling competing priorities, meeting tight deadlines, and maintaining exceptional client relationships. My ability to quickly understand different business models and translate them into compelling PR strategies has resulted in a 95% client retention rate and three new business wins through referrals.

Agency work demands creativity, flexibility, and resilience—qualities I demonstrate daily. I have pitched hundreds of stories to media contacts, secured placements in publications ranging from niche trade journals to national outlets, and organized events attended by key industry influencers. I am comfortable working irregular hours during product launches or crisis situations, and I view challenges as opportunities to innovate.

What attracts me to [Agency Name] specifically is your impressive client roster and reputation for creative campaigns that generate measurable results. I am particularly inspired by your recent work on [specific campaign], which demonstrated the kind of innovative thinking I aspire to contribute to.

I am confident that my agency experience, client management skills, and passion for creative problem-solving would make me a strong addition to your team. I have attached my resume and would love to discuss this opportunity further.

Thank you for your time and consideration.

Best,

[Your Name]

[Phone Number]

[Email Address]

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