

Dear Blue Wire Social Team,

Creating engaging and compelling content for social media is something I always found extremely rewarding. When it came to my attention that Blue Wire was searching for a Social Media Coordinator, I could not have been more ecstatic. With my experience as a social media intern as well as my experience freelancing for a professional sports team, I am confident that I have all of the right tools to help make Blue Wire a leading contender in the competitive social market that is sports media.

During my two years as a social media intern at Long Beach City College, I oversaw most of the school's social media execution. I was in charge of scheduling posts, keeping a bi-weekly content and event calendar, as well working alongside the school's graphic designer and media team to create eye-catching graphics and imagery that would help us engage with our students. Adding even more to that experience is my time spent as a freelance photographer with Major League Soccer's LAFC. Working gamedays was an incredibly fast-paced environment that required me to be light on my feet. That was especially true when I would assist as the in-game editor to the club's lead photographer. It was my job to edit and upload select photos in a quick and timely manner so that they were ready for the social team to post right away. Creating eye catching content and working in hectic/fast-paced environments are areas that I strive in.

With Blue Wire growing at an incredible pace, having a strong social media presence in a competitive sports media market is entirely necessary. For me, this presents an exciting opportunity to help develop the company's brand voice in a way that truly stands out from the rest of the competition. I am confident that with my experience, I would be the perfect candidate to help not only execute Blue Wire's social media plans, but take the brand's presence as a whole to the next level.

I would love to have the opportunity to discuss your social media objectives and show exactly how my success with LBCC and LAFC can translate over to growing Blue Wire's social presence.

Best regards,

Edgar Garibay