Ruby Ashdown

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Mr Daniel Frost
Head of Marketing
Pennine Outdoor Co.
Victoria Mill, Ancoats
Manchester M4 6DE

Dear Mr Frost

Application for Social Media Manager

I am applying for the Social Media Manager role at Pennine Outdoor Co. I have five years in social media, the last three running Copperline Coffee Roasters' channels across Instagram, TikTok, Facebook and LinkedIn.

In two years I grew Copperline's Instagram from 18,000 to 52,000 followers with a weekly content plan and three seasonal campaigns. I film and edit the reels myself, and our autumn launch reel reached 410,000 accounts.

Each month I report reach, saves and link clicks to our marketing director and drop the formats that do not work. Your walking guides already do well on Instagram; I would like to turn them into a short video series for TikTok.

My portfolio link is in my CV, which is attached. Thank you for considering my application.

Yours sincerely

Ruby Ashdown