

Content Creator cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am applying for the Senior Content Lead role at [Organisation name]. Your fitness app has built a loyal audience through practical, relatable videos, and I would like to help scale that voice across more formats and languages.

For the last four years, I have worked as the lead video creator at a home-appliances brand in Delhi NCR. I built our YouTube channel from a few hundred subscribers to about 1.8 lakh, mainly through a weekly recipe-and-demo series shot in real home kitchens. Product pages linked from those videos became one of our steadiest sources of website traffic, and the series is now part of every product launch plan.

I manage a small team of an editor, a scriptwriter and freelance shoot crews, and I plan our content calendar a quarter ahead with the performance marketing team. I also handle creator collaborations, from briefs and contracts to making sure every paid post carries the right disclosure under ASCI guidelines.

I am comfortable with short-form and long-form video, analytics dashboards and turning audience comments into new content ideas. My notice period is 30 days. My showreel and a summary of channel analytics are attached.

Thank you for your time. I would welcome the chance to discuss your content plans.

Regards,

[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the Content Creator role at [Organisation name]. A digital marketing agency is where I want to start, because working on several brand accounts at once will teach me how to write and shoot for very different audiences.

During my three-month internship at a social media agency in Kolkata, I scripted and edited short videos for a regional sweets brand and a coworking space. A reel I scripted on how traditional sandesh is made during the Durga Puja season became the brand's most-shared post that month, and the client asked us to turn it into a series. I also wrote captions in Bengali and English, and learnt to follow client approval cycles and brand guidelines closely.

Alongside my mass communication degree, I have run a small Instagram page on Kolkata street food for two years. It has around 9,000 followers, and I plan, shoot and edit every post on my phone using simple lighting and editing apps.

I am comfortable working to deadlines and I understand the ASCI guidelines on labelling paid partnerships. I have completed my final exams and can join immediately. Links to my page and a

folder of internship work are included below.

Thank you for your consideration.

Regards,

[Your name]

BEFORE YOU SEND IT

- Link two or three pieces that match the employer's format and niche instead of your whole channel; reviewers often watch only the opening seconds, so choose videos that hook quickly.
- Quote retention, saves and average views from your analytics rather than follower counts alone, and keep screenshots ready in case the hiring team asks to verify them.
- Mention that you label paid collaborations as per ASCI guidelines; brands hiring creators want to know you understand disclosure and will not expose them to complaints.
- Write the letter in a voice close to the brand's own, without slang overload; it doubles as a writing sample, so keep it crisp, error-free and within about 250 words.