

COVER LETTER

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Dear Hiring Manager,

I came across the SMO Executive opportunity at your organisation and it immediately caught my interest. Over the past five years, I have been working closely with social media strategy, launching Meta ads, and SEO to help brands strengthen their online presence and connect better with their audiences.

In my current role as a Digital Marketing Executive at Outright Solutions Pvt. Ltd., I manage social media platforms for international B2B clients while planning monthly content strategies and running performance-driven campaigns on Meta and TikTok. I also work closely with SEO tools such as SEMrush, Google Analytics, and Google Search Console to analyse campaign performance and identify opportunities to improve search rankings and traffic. Alongside this, I manage WordPress websites and contribute to campaign creatives using Canva to support marketing initiatives.

Earlier in my career, I gained hands-on experience working with startups and digital agencies where I handled social media strategy, influencer collaborations, lead generation campaigns, and client pitching. These experiences helped me build both analytical and creative skills while understanding how digital marketing strategies translate into business growth.

I would welcome the opportunity to bring my digital marketing experience and enthusiasm for continuous learning to your team. Thank you for your time and consideration, and I look forward to the possibility of discussing my application further.

Sincerely,
Rimi Dutta

