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**Sherry Geer, Principal Talent Acquisition Sourcer**

IBM Corporate Headquarters

1 New Orchard Road

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**Dear Ms. Geer:**

With IBM’s well-deserved reputation as a market leader in the global IT industry, I’m excited to find my calling within the Global Social Strategy team as a social media creative strategist. IBM’s forward-thinking belief in progress speaks to me—in my 8 years of experience working and evolving with social media, I have had the privilege of witnessing development and innovation in the form of new ideas as they progress from the initial connection and planning to final product iteration and launch.

During my time at Google, I had the opportunity to get up close and personal with content marketing strategy across all kinds of social media platforms. This, in turn, allowed me to connect with a broad spectrum of audiences, including businesses and consumers. With my team, I worked to keep social media engagement at a sustained, consistent rate of 4% for our B2C social media platform content—this same content also improved our average click-through rate by 5%.

My approach to social media marketing involves discovering how we can best meet our target audience's needs, which is something I extend to the teams I work with. It is important that my colleagues and team members are supported and empowered to do their best. While I was with Google in a management role, I surveyed my team regularly to see how we could do better as management and employers. Attention to their input paid off, as it helped us implement measures that improved efficiency by an 8% margin. Our Employee Satisfaction Index also improved from 75% to 86% during my 3-year tenure as team manager.

Facilitating and supporting this creative growth is a rewarding experience I seek again and again, especially within the context of my career. I am excited to be an IBMer, and I hope to hear from you soon about how I can contribute as your next social media strategist. Thank you for your time.

Best regards,

**Shannon Golding**

**ENCLOSURES**

* Resume
* Application
* Google Digital Garage Fundamentals of Digital Marketing Certification
* Google Analytics for Power Users Certificate
* Google Ads Certification

**SHANNON GOLDING**

**TO**

*Social Media Strategist*