

# Bianca Melendez

## Social Media Content Creator - Live Shopping

☎ (410) 555-1234 ✉ bianca.melendez@email.com

🌐 [linkedin.com/in/biancamelendez](https://www.linkedin.com/in/biancamelendez)

📍 123 Main Street, Baltimore, MD 21201



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Hiring Manager  
Innovative Commerce Group  
Annapolis, MD

Dear Hiring Manager,

I am excited to submit my application for the Social Media Content Creator - Live Shopping position at Innovative Commerce Group, where I can blend my creativity with my engaged presence. With experience hosting live selling shows, I resonate with your dynamic eCommerce approach and innovative product showcase.

In my current role at Creative Media Solutions, I spearhead live selling shows on platforms such as Whatnot and TikTok. Consistently, I manage product demonstrations that captivate viewers and drive sales. This experience has refined my ability to interact thoughtfully with the audience while adapting swiftly to show changes.

During my internship with Engage Media Co., I realized the importance of preparation. I helped organize events, ensuring product features were showcased effectively. Collaborating with my team made me stronger; together, we created engaging content that resonated with viewers, boosting sales and enriching consumer experiences.

I thrive in high-energy environments, where each interaction counts. Maintaining a positive audience connection is vital. My instinct is to engage deeply, responding swiftly to questions and comments, making the experience enjoyable for all involved.

Innovative Commerce Group represents a crucial step in my journey. Your commitment to eCommerce growth aligns with my aspirations to contribute creatively in a progressive setting. I am eager to join your talented team, crafting engaging live events that resonate and inspire.

I look forward to discussing my application further.

Thanks,

*Bianca Melendez*

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