

21 February 2025

Dear Ms Taylor,

I hope this message finds you well. My name is Sam Harper, and I am a recent graduate in Journalism from the University of Leeds, where I developed my passion for storytelling, investigative research and connecting with diverse audiences. I am reaching out to express my enthusiasm for your company, Impact Media UK, and to explore potential opportunities where my skills, education and dedication to impactful communication might add value.

During my studies, I gained strong expertise in multimedia storytelling, including feature writing, video production and digital content creation. My dissertation project, "The Rise of Digital Activism: How Social Media Shapes Public Opinion", demonstrated my ability to craft compelling narratives while meeting tight deadlines. Additionally, working as a contributor for The Leeds Tribune, the university's student newspaper, allowed me to develop a sharp eye for detail, adaptability to various styles and an understanding of fast-paced editorial environments.

What attracts me most to Impact Media UK is your commitment to producing thought-provoking journalism that amplifies underrepresented voices and drives positive social change. I admire your ability to engage readers through innovative content while upholding integrity and inclusivity in your reporting. I would be thrilled to contribute to such a forward-thinking organisation.

I am confident that my enthusiasm, versatile skills, and dedication to producing quality work align well with Impact Media UK's innovative and influential spirit. Whether through content creation, research, or collaborating on editorial projects, I am eager to bring value to your team and learn from your experienced professionals.

I would welcome the opportunity to discuss how my background and ambitions align with your company's goals. Thank you for considering my application, and I look forward to the possibility of speaking with you further.

Warm Regards,
Sam Harper