

Dear Hiring Team at Dil Mil,

What excites me about your company is that it stands as a pillar for the South Asian community in finding meaningful relationships. My hope is for Dil Mil to invest in me so I can grow the digital brand presence using my creative and strategic mindset that has a history of success.

Have you ever wished upon a shooting star to make your dreams come true? Well, I impose myself as the star in question; I'm here to make all your social media dreams come to life. I'm writing to express my strong interest in the Social Media Manager position at your company.

After conducting a SWOT analysis of Dil Mil, I have a plan of action that would boost audience engagement and sentiment using best practices, trends, and technology in the industry. About me, I was born and raised in Oklahoma, where I grew up with a small South Asian community full of medical doctors and engineers. I felt pressured to also become a doctor in order to follow the trend with all my family friends. Now here begins my college lore... I started off undergrad as a Microbiology major on a Pre-Dental track and seeing as the degree was b.s., a bachelors of science, I did a complete 180° switch to Public Relations (PR).

As a PR student, I actively participated in various student organizations, honing my soft and hard skills. In Fall 2023, I ran for Student Body Vice President, balancing campaign management with academic and organizational responsibilities. I engaged with diverse student groups, managed social media and websites.

As Communications Director for the North American Association of Indian Students, I developed national communication strategies and built networks with journalists and community partners. At Lindsey+Asp, I led social media campaigns for OU Admissions, generating over 204,000 views including a viral Reel engaging The Cherokee Nation. My work with the Office of Rep. Ajay Pittman and Civitas Engineering Group sharpened my skills in editorial planning, media relations, and brand management.

Beyond professional roles, I actively contributed to student leadership and community organizations. I served on Coca-Cola's Sponsorship Committee and chaired the Human Diversity Committee within the Student Government Association, where I was a communications representative. As Vice President Internal for the India Student Association and international Vice President of BEDI for the Public Relations Student Society of America, I drive publicity and inclusivity initiatives.

Thank you for considering my application; I welcome any opportunity to discuss how I can contribute to your team's success.

Sincerely,

Aniketh Koneru