

# Julianna Fehrer

Content Manager

Dear Nely Wygle,

I am writing to express my enthusiasm for the Content Manager position at BuzzFeed. With a solid background in content creation and strategy, honed over five years of dedicated experience at HubSpot, I am eager to bring my expertise to your dynamic team. At HubSpot, I was instrumental in developing content that resonated with our audience, driving engagement, and contributing to our overall success. I believe my skills and experience align perfectly with the goals and innovative spirit of BuzzFeed.

In my previous role, I was responsible for managing a diverse team of writers and designers, overseeing the production of a wide range of content, from blog posts and social media updates to in-depth guides and video scripts. My approach has always been data-driven, relying on analytics to understand audience behavior and preferences, which enabled me to craft strategies that increased traffic and user engagement significantly. I am particularly proud of a comprehensive content campaign I led that resulted in a 40% increase in organic traffic over six months.

Collaboration and creativity are at the heart of my work ethic. I foster environments where team members feel empowered to bring their ideas to the table, ensuring that our content is not only informative but also fresh and compelling. My tenure at HubSpot has equipped me with the skills to manage multiple projects efficiently, keeping tight deadlines and maintaining the highest quality standards.

I am particularly excited about the opportunity at BuzzFeed because of your commitment to delivering vibrant and shareable content. I am a firm believer in creating stories that not only inform and entertain but also create a sense of community among readers. I am confident that my ability to understand and engage with digital audiences will contribute to the continued growth and success of BuzzFeed.

Thank you for considering my application. I am looking forward to the opportunity to discuss how my experience and vision can align with the exciting content initiatives at BuzzFeed.

Warm regards,

Julianna Fehrer

**To**

BuzzFeed  
Nely Wygle

**From**

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