August 14, 2026

Julie Bacanskas
Senior Director of Social Media
Philadelphia Eagles

Dear Ms. Bacanskas,

I am excited to apply for the Social Media Manager position with the Philadelphia Eagles. As a senior at Virginia Tech majoring in Sports Media and Analytics in the School of Communications, with a minor in Adaptive Brain Behavior, I have developed strong skills in communication, data analysis, audience engagement, and digital media strategy. The opportunity to combine these skills with my passion for sports and social media is especially exciting to me.

Through my coursework and experience, I have learned to analyze data, identify trends, and use insights to inform communication strategies. I am comfortable working with spreadsheets and formulas and understand how KPIs and social media metrics can be used to evaluate campaigns and improve performance. I am particularly interested in developing and testing campaigns, monitoring competitors and industry trends, conducting social media audits, and using audience insights to create content that connects with fans.

My background in Sports Media and Analytics has strengthened my ability to communicate with diverse audiences and tell stories through digital platforms. My Adaptive Brain Behavior minor has also given me greater insight into how people think, respond, and engage. I am drawn to the Eagles because of the organization's innovative approach to professional sports and its commitment to building meaningful connections with fans across digital platforms. I also admire the team's mission to inspire and serve the greatest football community in the world and its commitment to making a difference throughout the Greater Philadelphia community.

I am organized, detail-oriented, creative, analytical, and comfortable managing multiple priorities. I would bring these qualities to campaign planning, content calendars, social monitoring, budget tracking, and team collaboration. I also understand the importance of clear communication and thoughtful decision-making when managing a brand's social presence, particularly during high-pressure situations.

I would be honored to bring my analytical mindset, creativity, and passion for sports media to the Philadelphia Eagles. Thank you for your time and consideration. I would welcome the opportunity to discuss how my skills and enthusiasm could contribute to the Eagles' social media team.

Sincerely,

Mira Sansone
Virginia Tech School of Communications
Sports Media and Analytics
Minor: Adaptive Brain Behavior