NIA SESSIONS

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October 17, 2026
Kory Jarvis
Vice President, Social & Special Projects
ESSENCE Communications, Inc.
34 35th Street, Suite 5A
Brooklyn, NY 11232

Dear Mr. Jarvis:

I am Nia Sessions, a journalism student with a passion for storytelling. I am a senior at Florida A&M University, expecting to graduate in December 2026, and I am writing to express my interest in a social media coordinator role at ESSENCE. I want to use my writing and content creation skills to help share stories that celebrate Black women and connect with their everyday experiences.

During my social media internship with High Functioning Black Girls, I learned how much thought goes into creating content that encourages audience engagement. I created and scheduled Instagram posts, wrote captions, and supported engagement across Instagram and TikTok. My work contributed to Instagram audience growth of more than 19,000 followers within one year. I also launched and managed “A Black Girl’s Guide,” a recurring series that gave our audience relatable content to return to. I would bring that experience to developing social content that encourages ESSENCE’s audience to join the conversation.

As a staff writer for The FAMUAN, I continue to strengthen my reporting and storytelling skills. My journalism experience helps me ask thoughtful questions, consider different perspectives, and communicate clearly. I also gained video editing experience through Duval County Public Schools’ African American Curriculum Writing Project, where I created videos showcasing student work and the project’s impact. Together, these experiences have prepared me to contribute ideas and tell stories through both written and visual content.

The opportunity to create content for Black women is especially meaningful to me. I would be excited to bring my perspective as a young Black woman, my creativity, and my willingness to learn to your team. I understand the care it takes to represent a brand’s voice while keeping content engaging and relevant to its audience.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my experience in journalism and content creation could contribute to ESSENCE’s social media team.

Sincerely,

Nia Sessions