

Name

Person's Location • Phone Number

Email

Today's Date

Hiring Manager

Role

Company.

Job Location

Dear Hiring Manager:

Paragraph 1: State initial interest in the job

Example: [I read your advertisement for a marketing manager at Media Raven Inc. with great interest. If you are seeking to augment your leadership team with an experienced and accomplished marketing professional, please consider my enclosed resume.]

Paragraph 2: Explain company vision and why it aligns with yours and why do you like the job

Example: [As JKL Company's marketing manager since 2018, I directed all phases of both the creative and technical elements of marketing initiatives including data mining, brand creation, print/web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies.]

Paragraph 3: Explain the skills and accomplishments that have been done

Example: [I offer a history of proven results, as evidenced by the following marketing accomplishments for my current employer:

- Captured a 28% expansion in customer base since 2018, achieved during a period of overall decline in the retail industry.
- Led national marketing campaign (comprised of trade show, media, and PR initiatives) of my company's newly launched technology services division.
- Developed and executed SEO strategy that achieved and sustained top 3 rankings on Google (organic, nonpaid results) for key product search terms.]

Conclusions

Example: [Given the opportunity, I'm confident in my ability to achieve similar groundbreaking marketing results for Media Raven, Inc.

Feel free to call me at phone number or email me at person's email to arrange a meeting. I look forward to speaking with you.]

Sincerely,

Name