**Optimize your cover letter to get more job interviews**

This free cover letter template will help you write an ATS-friendly cover letter. But how do you know what the hiring manager is looking for? What skills and experience should you include to show you’re the best candidate?

**Jobscan’s** [cover letter checker](https://www.jobscan.co/cover-letter-checker?utm_medium=referral&utm_source=cover-letter-templates&utm_campaign=cover-letter-templates&utm_content=internal-link) **helps you optimize your cover letter for each job listing so that your application is more attractive to recruiters and hiring managers.**

An optimized cover letter leads to more responses, more interviews, and more offers for the jobs you *really* want.

*“Honestly, it was like the floodgates opened. Within a week…I was absolutely flooded with contacts and people reaching out.”* [Kelly, South Carolina, Jobscan User](https://www.jobscan.co/blog/kelly-built-a-network-and-landed-a-job-in-a-new-city-using-jobscans-linkedin-optimization?utm_medium=referral&utm_source=cover-letter-templates&utm_campaign=cover-letter-templates&utm_content=internal-link)

*”It’s the greatest tool that I have seen when it comes to searching for jobs.”* [Mark Stark, Career Success Coach](https://www.jobscan.co/blog/why-this-career-coach-uses-jobscan?utm_medium=referral&utm_source=cover-letter-templates&utm_campaign=cover-letter-templates&utm_content=internal-link)

*“We’re seeing easily 30% or more increase in calls from recruiters when our students use Jobscan to tailor their resumes.”* [Jeffrey Stubbs, Director, Baylor University Career Center](https://www.jobscan.co/blog/jobscan-case-study-baylor-university?utm_medium=referral&utm_source=cover-letter-templates&utm_campaign=cover-letter-templates&utm_content=internal-link)

It’s frustrating to apply for dozens of jobs and not get any interviews. Use [Jobscan](https://www.jobscan.co/?utm_medium=referral&utm_source=cover-letter-templates&utm_campaign=cover-letter-templates&utm_content=internal-link) to optimize your resume, cover letter, and LinkedIn profile.

**90% of Jobscan Premium users landed an interview.**

Jobscan users have been hired by:

Logo

Description automatically generated with medium confidenceLogo

Description automatically generated with medium confidence

Logo

Description automatically generated

**Taylor Morgan**

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November 20, 2024

**Alexandra Brooks**

Director of Marketing

BrightSpark Media  
456 Innovation Avenue

Portland, OR 97201

Dear Alexandra,

As a digital marketing professional with a knack for creativity and a proven record of driving results, I am thrilled to apply for the Digital Marketing Manager role at BrightSpark Media. Your reputation for delivering bold, innovative campaigns resonates with my passion for crafting memorable brand experiences.

In my role as Digital Marketing Specialist at ClickWave Agency, I:

* **Increased client web traffic by 50%** in six months through an award-winning SEO strategy that earned the 2024 Digital Excellence Award for Content Innovation.
* **Boosted campaign ROI by 40%** by optimizing paid media strategies and leveraging advanced analytics to refine targeting.
* **Spearheaded a social media campaign** for a global e-commerce client that achieved 1M+ impressions and a 20% engagement rate within two weeks.

BrightSpark Media’s focus on creativity and impact is the perfect match for my approach to marketing. I’m particularly impressed by your recent campaign for [specific campaign or client], which showcased the kind of bold storytelling I admire. With expertise in SEO, PPC, content marketing, and analytics, I am confident in my ability to elevate your team’s results even further.

What sets me apart is my ability to blend data-driven insights with creative storytelling to craft campaigns that truly resonate. From ideation to execution, I thrive on delivering innovative strategies that exceed expectations.

I would love the opportunity to bring my skills and creative energy to BrightSpark Media. Let’s connect to discuss how I can contribute to your team’s success. Please feel free to contact me at taylor.morgan@email.com or (555) 555-1234—I’m excited to explore the potential of joining your incredible team.

Thank you for considering my application, and I look forward to creating impactful campaigns together!

Best regards,

**Taylor Morgan**