

[Your Full Name]

[Your Phone Number]

[Your Email Address]

[Your LinkedIn Profile URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Subject: Referral for Digital Marketing Specialist Position - [Your Name]

Dear [Hiring Manager Name], I am writing to express my interest in the Digital Marketing Specialist position at [Company Name], as recommended to me by [Referrer's Name], who currently serves as [Referrer's Job Title] at your organization. Having worked closely with [Referrer's Name] in the past, I was thrilled to hear about this opening and the innovative work your team is doing in [specific niche/industry]. With [Number] years of experience in digital strategy, I have developed a deep expertise in [specific skill, e.g., SEO/SEM, PPC, or Content Strategy]. In my previous role at [Previous Company], I successfully [mention a key achievement, e.g., increased organic traffic by 40% or managed a \$50k monthly ad spend]. I am confident that my data-driven approach to campaign optimization and my passion for [specific industry trend] would make me a valuable asset to your marketing department. [Company Name]'s recent [mention a specific company project or value] particularly resonates with me. I am eager to apply my technical skills in [Tools like Google Analytics/HubSpot/Meta Manager] to help your team exceed its growth targets and strengthen your digital footprint. Thank you for your time and for considering my application. I have attached my resume for your review and look forward to the possibility of discussing how my background aligns with [Company Name]'s needs. Best regards, [Your Name]