

[Your Name]
[Your Portfolio/LinkedIn URL]
[Date]

[Hiring Manager Name]
[Company Name]

Dear [Hiring Manager Name],

I have been following [Company Name]'s growth in the [Industry/Niche] space, specifically your recent [Campaign/Product Launch/Metric Milestone]. As a Growth Marketer focused on [Primary Skill: e.g., Performance Marketing / Lifecycle / Product-Led Growth], I am reaching out to discuss how I can help scale your [Specific Metric: e.g., CAC/LTV ratio or User Acquisition].

In my previous role at [Previous Company], I focused on high-impact experimentation and data-driven scaling. A few highlights include:

- **[Metric Improvement]:** Achieved a [Percentage]% increase in [KPI] by implementing [Strategy].
- **[Experimentation]:** Scaled [Channel] from \$[Amount] to \$[Amount] monthly spend while maintaining a [Number]x ROAS.
- **[Retention/Funnel]:** Optimized the [Onboarding/Conversion] funnel, resulting in a [Percentage]% lift in [Goal].

What excites me about [Company Name] is your approach to [Specific Company Value or Marketing Strategy]. I am confident that my experience with [Specific Tool Stack: e.g., HubSpot, SQL, Meta Ads Manager] and my "test-and-learn" mindset would allow me to contribute to your growth targets immediately.

I have a few ideas on how to optimize your current [Specific Channel/Funnel Segment] based on my initial audit. Are you available for a brief conversation next week to discuss these?

Best regards,

[Your Name]