

[Your Name]  
[Your Phone Number]  
[Your Email Address]  
[Your Portfolio/LinkedIn URL]

[Date]

[Hiring Manager Name]  
[Company Name]  
[Company Address]

Re: Referral for CRM Marketing Specialist - [Referred by Name]

Dear [Hiring Manager Name],

I am writing to express my interest in the CRM Marketing Specialist position at [Company Name]. I was thrilled to learn about this opening through [Referral Name], who currently serves as [Referral's Job Title] at your organization and suggested that my background in lifecycle marketing would be a strong fit for your team.

In my recent role at [Current/Previous Company], I managed end-to-end CRM workflows, focusing on [Specific Platform, e.g., Salesforce/Braze/HubSpot]. I successfully increased customer retention by [Percentage]% through the implementation of automated re-engagement triggers and rigorous A/B testing of personalized content modules. My approach combines data-driven segmentation with creative storytelling to optimize the customer journey.

I have long admired [Company Name]'s approach to [Specific Aspect of Company's Marketing], and I am eager to apply my expertise in [Technical Skill 1] and [Technical Skill 2] to help scale your CRM initiatives. Having worked closely with [Referral Name] in the past, I am confident that my collaborative style aligns with your company culture.

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 I can contribute to the growth of [Company Name].

Sincerely,

[Your Name]