

[Your Full Name]
[Your Phone Number]
[Your Email Address]
[Your LinkedIn Profile Link]

[Date]

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

Re: Referral for Digital Marketing Lead Position

Dear [Hiring Manager Name],

I am writing to express my interest in the Digital Marketing Lead position at [Company Name], as recommended to me by [Referral Name], who currently serves as [Referral's Job Title] within your organization. Having followed [Company Name]'s recent campaigns regarding [Specific Industry Trend/Project], I am eager to bring my expertise in full-funnel strategy and team leadership to your marketing department.

In my previous role at [Previous Company], I led a cross-functional team to achieve a [Percentage]% increase in ROI across paid social and search channels. My experience aligns closely with your current needs for:

- **Strategic Planning:** Developing multi-channel roadmaps that align with [Company Name]'s growth targets.
- **Data-Driven Optimization:** Leveraging analytics to scale customer acquisition while reducing CAC.
- **Brand Leadership:** Ensuring cohesive messaging across SEO, content, and performance marketing.

[Referral Name] mentioned that your team is currently focusing on [Specific Goal or Challenge mentioned by referral]. With my background in [Specific Skill, e.g., Marketing Automation or Growth Hacking], I am confident I can contribute to these initiatives immediately.

Thank you for your time and consideration. I look forward to the possibility of discussing how my background in digital strategy can support [Company Name]'s upcoming objectives.

Sincerely,

[Your Signature Name]