

To: *[Hiring Manager Name]*

From: *[Your Name]*

Date: *[Date]*

Subject: Referral for Performance Marketing Manager role - *[Candidate Name]*

Dear *[Hiring Manager Name]*,

I am writing to formally recommend *[Candidate Name]* for the Performance Marketing Manager position at *[Company Name]*. Having worked closely with *[Candidate Name]* at *[Previous Company/Context]*, I have seen firsthand their ability to drive measurable growth and manage complex digital ad spends.

During our time together, *[Candidate Name]* excelled at *[specific skill, e.g., scaling CAC-efficient campaigns/optimizing multi-channel attribution]*. Notably, they were responsible for *[specific achievement, e.g., a 20% increase in ROAS over six months]*. Their analytical approach to A/B testing and deep understanding of *[specific platforms, e.g., Meta Ads Manager, Google Ads, or TikTok]* make them a perfect fit for your team's current KPIs.

Beyond the technical metrics, *[Candidate Name]* is a highly collaborative professional who communicates data insights clearly to cross-functional stakeholders. I am confident they will be a high-impact addition to *[Company Name]*.

I have attached their resume and would be happy to provide more details regarding their performance history if needed.

Best regards,

[Your Name]

[Your Job Title]

[Your Contact Information]