

[Your Name]
[Your Phone Number]
[Your Email]
[Your LinkedIn Profile]

[Date]

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

RE: [Job Title] Application - Referral by [Referrer Name]

Dear [Hiring Manager Name],

I am writing to express my interest in the [Job Title] position at [Company Name], as recommended to me by [Referrer Name], [Referrer's Role/Relationship]. Having followed [Company Name]'s recent campaigns in the [Industry] sector, I am eager to bring my expertise in Search Engine Marketing to your growth team.

With [Number] years of experience managing high-budget SEM accounts, I have developed a specialized skill set in [Specific Skill, e.g., Google Ads, Bing Ads, or Scripting]. In my previous role at [Previous Company], I successfully:

- [Achievement 1: e.g., Reduced CPA by X% through A/B testing and keyword optimization]
- [Achievement 2: e.g., Managed an annual spend of \$[Amount] with an average ROAS of X.X]
- [Achievement 3: e.g., Automated reporting workflows using Data Studio/Supermetrics]

What excites me most about joining [Company Name] is your commitment to [Company Value or Specific Strategy]. I am confident that my data-driven approach to keyword intent and conversion rate optimization will contribute significantly to your upcoming [Project or Quarter] goals.

I have attached my resume for your review and would welcome the opportunity to discuss how my background in paid search aligns with the needs of your marketing department. Thank you for your time and consideration.

Sincerely,

[Your Name]