

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

[Date]

[Hiring Manager Name]
[Title]
[Firm Name]
[Firm Address]

Re: [Job Title] Referral - [Referrer Name]

Dear [Hiring Manager Name],

I am writing to express my interest in the [Job Title] position at [Firm Name]. I was encouraged to reach out by [Referrer Name], who [briefly describe relationship, e.g., worked with me at Company X], and suggested that my background in boutique agency environments would align well with your firm's current growth and high-touch client service model.

Having followed [Firm Name]'s recent work with [specific client or campaign], I am impressed by your ability to secure tier-one placements while maintaining a specialized, strategic approach. My experience includes:

- Developing and executing earned media strategies for [Industry/Niche] clients.
- Cultivating relationships with key journalists and influencers at [specific publications or sectors].
- Managing end-to-end campaign lifecycles from creative brainstorming to comprehensive reporting.

I am particularly drawn to [Firm Name] because of your reputation for [specific firm value, e.g., agility/storytelling/innovation]. I am confident that my ability to wear multiple hats and deliver measurable results for high-growth brands would make me an immediate asset to your team.

Thank you for your time and for considering my application. I have attached my resume and a brief portfolio of recent placements for your review. I look forward to the possibility of discussing how I can contribute to the continued success of [Firm Name].

Sincerely,

[Your Signature]
[Your Printed Name]