

[Your Name]  
[Your Portfolio/LinkedIn URL]  
[Date]

[Hiring Manager Name]  
[Agency/Company Name]

**Subject: Referral: [Job Title] - [Your Name] (via [Referrer Name])**

Dear [Hiring Manager Name],

I am writing to express my interest in the [Job Title] position at [Agency Name]. I was referred to this role by [Referrer Name], who currently works as a [Referrer's Position] on your [Department] team.

Having followed [Agency Name]'s recent campaigns for [Client Name or Industry], I have been impressed by your approach to data-driven storytelling and high-tier link acquisition. With my background in [Current Role/Experience Level], I am confident that I can contribute to your team's continued success in securing impactful coverage.

In my previous experience, I have:

- Developed and executed [Number] digital PR campaigns resulting in coverage from [Notable Publication 1] and [Notable Publication 2].
- Managed the end-to-end ideation process, from data analysis to creative hooks.
- Built and maintained relationships with journalists across [Niche/Vertical] sectors.

[Referrer Name] mentioned that your team is currently focusing on [Specific Goal or Expansion], and I believe my expertise in [Specific Skill, e.g., reactive PR or technical SEO] aligns perfectly with these objectives.

I have attached my portfolio and resume for your review. I look forward to the possibility of discussing how my skills in digital PR can support [Agency Name]'s growth.

Best regards,

[Your Name]  
[Phone Number]  
[Email Address]