

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

[Date]

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

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the [Job Title] position at [Company Name]. Having closely followed [Company Name]'s recent [Campaign/Product Launch], I am eager to apply my background in [Previous Industry/Skillset] and my recent specialized training in marketing to contribute to your team's success.

During a intentional hiatus from the traditional workforce, I dedicated myself to pivoting my career toward marketing. During this period, I successfully completed [Certification Name/Coursework] and managed [Personal Project/Freelance Work/Volunteer Role]. This experience allowed me to master key marketing competencies, including [Skill 1, e.g., Content Strategy], [Skill 2, e.g., Data Analytics], and [Skill 3, e.g., SEO/SEM].

Prior to this transition, I spent [Number] years in [Previous Field], where I developed a robust foundation in [Transferable Skill, e.g., Stakeholder Management or Project Coordination]. I believe the combination of my professional maturity and my fresh, up-to-date technical marketing skills makes me a unique asset capable of bringing a diverse perspective to [Company Name].

I am particularly drawn to [Company Name] because of [Specific Reason]. I am confident that my ability to bridge the gap between creative storytelling and analytical results will help drive [Specific Goal Mentioned in Job Description].

Thank you for your time and consideration. I look forward to the possibility of discussing how my transition and dedicated skill-building can benefit your marketing objectives.

Sincerely,

[Your Name]