

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

[Date]

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

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the Junior Product Marketing Associate position at [Company Name]. With a robust background in the hospitality industry focused on guest experience and operational excellence, I am eager to pivot my career into product marketing by leveraging my deep understanding of consumer psychology, cross-functional communication, and brand storytelling.

During my tenure at [Most Recent Hospitality Employer], I developed a keen ability to translate customer feedback into actionable service improvements. I successfully [mention a specific achievement, e.g., managed a promotion that increased foot traffic by X% or led a team through a high-stakes launch]. This experience taught me how to position "products"-whether they be luxury amenities or dining experiences-to resonate with specific demographics and drive loyalty.

My transition into product marketing is fueled by my passion for the [Industry of the Company] sector and my commitment to data-driven strategy. I have recently completed [mention any certifications, e.g., Google Analytics, HubSpot, or a Marketing Bootcamp] to complement my practical experience in high-pressure, customer-centric environments. I am particularly drawn to [Company Name] because of [mention a specific product or campaign the company has done].

I am confident that my unique perspective on the customer journey, combined with my adaptability and proactive approach, will allow me to contribute immediately to the marketing team at [Company Name].

Thank you for your time and consideration. I look forward to the possibility of discussing how my transferable skills can support your upcoming product launches.

Sincerely,

[Your Name]