

[Your Full Name]

[Phone Number] | [Email Address]

[LinkedIn Profile URL] | [Portfolio/Website URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the **Marketing Coordinator** position at [Company Name]. Having spent [Number] years in the fast-paced restaurant industry, specifically as a [Current/Most Recent Job Title] at [Restaurant Name], I have developed a deep understanding of brand experience, consumer behavior, and high-pressure project management. I am now eager to leverage these transferable skills to drive impactful marketing initiatives for your team.

During my tenure in hospitality, I have effectively functioned as an on-the-ground brand ambassador. My experience aligns with the core requirements of this role in the following ways:

- **Promotional Strategy:** Successfully [managed/assisted with] [Specific Project, e.g., a social media campaign or seasonal menu launch] which resulted in a [Percentage]% increase in [Metric, e.g., foot traffic or engagement].
- **Communication & Collaboration:** Coordinated between front-of-house, back-of-house, and external vendors to ensure seamless brand execution and customer satisfaction.
- **Data-Driven Adaptation:** Analyzed [Specific Tool, e.g., POS data or guest feedback] to identify trends and adjust service strategies accordingly.

Transitioning from the restaurant floor to marketing operations allows me to bring a unique perspective on "the customer journey." I am highly organized, accustomed to meeting tight deadlines, and proficient in [List Software, e.g., Canva, Hootsuite, or Excel]. I am particularly drawn to [Company Name] because of [Specific Reason/Campaign], and I am confident that my work ethic and adaptability will make me an immediate asset to your marketing department.

Thank you for your time and consideration. I look forward to the possibility of discussing how my background in hospitality can contribute to the growth of [Company Name].

Sincerely,

[Your Name]