

[Your Full Name]

[Phone Number] | [Email Address]

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

[City, State, Zip Code]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

[City, State, Zip Code]

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the Digital Marketing Associate position at [Company Name]. Having spent [Number] years in the fast-paced hospitality industry as a server, I have developed a keen understanding of consumer behavior, brand representation, and the art of persuasive communication-skills I am now eager to apply to your marketing team.

While my professional background is rooted in service, I have spent the last [Time Period] mastering the digital landscape. I have completed [Certifications, e.g., Google Ads, HubSpot, or Google Analytics] and gained hands-on experience through [Mention a project, freelance work, or social media management]. My time in the service industry taught me how to read an audience instantly and adapt messaging to meet their needs, a skill that translates directly to creating high-converting digital content and targeted campaigns.

Specifically, I am drawn to [Company Name] because of [Mention a specific campaign or company value]. I am confident that my resilience, ability to thrive under pressure, and technical training in [Specific Skill, e.g., SEO, SEM, or Content Strategy] will allow me to contribute immediately to your marketing objectives.

Thank you for your time and for considering a candidate with a diverse professional background. I look forward to the possibility of discussing how my unique perspective and digital marketing skills can support the growth of [Company Name].

Sincerely,

[Your Signature]

[Your Printed Name]