

[Your Full Name]
[City, State, Zip Code]
[Phone Number]
[Email Address]
[LinkedIn Profile URL]

[Date]

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

Dear [Hiring Manager Name],

I am writing to express my enthusiastic interest in the **Junior Marketing Specialist** position at [Company Name]. Transitioning from a fast-paced career in the hospitality industry as a Waiter, I bring a unique blend of high-pressure communication skills, consumer psychology insights, and a dedication to brand representation that I am eager to apply to your marketing team.

During my time at [Restaurant Name], I mastered the art of "the upsell," consistently exceeding monthly beverage and special promotion targets by [Percentage]%. This experience taught me how to read target audiences in real-time and tailor messaging to drive immediate consumer action. My background has equipped me with professional resilience and the ability to manage complex logistics-skills that translate directly to coordinating marketing campaigns and managing social media schedules.

I have recently supplemented my practical experience with [Mention Certifications, e.g., Google Ads, HubSpot Content Marketing, or a Degree], giving me a solid foundation in SEO, data analytics, and digital strategy. I am particularly drawn to [Company Name] because of [Mention a specific campaign or company value], and I am confident that my work ethic and people-centric approach will make me a valuable asset to your department.

Thank you for your time and consideration. I look forward to the possibility of discussing how my transferable skills can support [Company Name]'s marketing goals.

Sincerely,

[Your Name]