

**To:** [Hiring Manager Name]

**From:** [Your Name]

**Current Role:** [Current Job Title]

**Date:** [Current Date]

**Subject:** Internal Application for Marketing Manager Position

Dear [Hiring Manager Name],

Please accept this letter as a formal expression of my interest in the Marketing Manager position at [Company Name]. Having served as [Current Role] for the past [Time Period], I have developed a deep understanding of our brand identity, target audience, and long-term strategic goals.

During my tenure in the [Current Department], I have successfully contributed to the following:

- [Key Achievement 1: e.g., Increasing campaign ROI by X%]
- [Key Achievement 2: e.g., Managing a cross-functional project for X launch]
- [Key Achievement 3: e.g., Improving social engagement by X% through new content strategy]

My intimate knowledge of our internal processes and current marketing stack allows me to step into this leadership role with zero transition lag. I am eager to apply my skills in [Skill 1, e.g., Budget Management] and [Skill 2, e.g., Team Leadership] to drive the department's next phase of growth.

I look forward to discussing how my experience within the company makes me the ideal candidate to lead our marketing initiatives forward.

Sincerely,

[Your Name]