

[Your Full Name]
[Your Phone Number] | [Your Email]
[LinkedIn Profile URL]

[Date]

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

Dear [Hiring Manager Name/Selection Committee],

I am writing to express my strong interest in the **Internal Marketing Director (Digital Transformation)** position at [Company Name]. With a proven track record of driving organizational change through strategic communication and employee engagement, I am eager to help lead your workforce through its next phase of digital evolution.

During my tenure as [Your Current/Previous Title] at [Previous Company], I spearheaded internal marketing initiatives that bridged the gap between complex technological shifts and employee adoption. My approach focuses on:

- **Strategic Change Management:** Developing narratives that translate "digital-first" objectives into relatable employee value propositions.
- **Cross-Functional Collaboration:** Partnering with IT, HR, and Operations to ensure unified messaging regarding [Specific Technology/Platform] rollouts.
- **Measurable Engagement:** Utilizing data-driven internal campaigns that increased tool adoption by [X%] and improved employee sentiment scores by [X%].

Digital transformation is as much about cultural shifts as it is about software. I am particularly drawn to [Company Name]'s commitment to [Specific Company Initiative or Value]. I am confident that my experience in managing internal brand identity during periods of high-growth and technical disruption will make me an asset to your leadership team.

I welcome the opportunity to discuss how my background in internal communications and digital advocacy can support [Company Name]'s long-term digital roadmap. Thank you for your time and consideration.

Sincerely,

[Your Full Name]