

To: [Hiring Manager Name] / [Internal Recruitment Team]
From: [Your Name]
Current Role: [Current Job Title], [Current Department]
Date: [Date]

Subject: Internal Application for [Target Job Title/Digital Strategy Consultant]

Dear [Hiring Manager Name],

Please accept this letter as a formal expression of interest in the [Digital Strategy Consultant] position within the [Target Department/Group], as advertised on the internal careers portal. Having spent [Number] years/months within [Current Department], I have developed a deep understanding of [Company Name]'s operational framework and am eager to apply my expertise to drive digital transformation at a strategic level.

In my current role as [Current Title], I have consistently delivered results that align with our firm's broader digital objectives. Key achievements include:

- [Metric-driven achievement related to digital tools, data, or process improvement]
- [Successful cross-functional collaboration or project leadership]
- [Specific instance of identifying a digital solution for a business challenge]

My transition to the Digital Strategy team is a natural progression. I possess a strong technical foundation in [Specific Tech Stack/Methodologies] combined with the institutional knowledge required to navigate our internal stakeholders effectively. I am particularly interested in this role to help the team [mention a specific goal of the target department, e.g., scale AI integration or optimize client digital journeys].

I am confident that my familiarity with [Company Name]'s culture and my proven track record in [Current Function] will allow me to contribute immediately to the [Target Department] team's success. I welcome the opportunity to discuss how my internal experience aligns with the requirements of this role.

Thank you for your time and consideration.

Sincerely,

[Your Name]
[Employee ID]
[Internal Phone Extension]