

[Your Full Name]

[Portfolio URL / LinkedIn Profile]

[Email Address]

[Phone Number]

[Date]

[Hiring Manager Name]

[Agency/Company Name]

[Company Address]

Dear [Hiring Manager Name],

Re: [Job Title] Application

I am writing to express my interest in the Digital Advertising Copywriter position at [Company Name]. As a copywriter with [Number] years of experience specialized in [Specific Platforms, e.g., Meta, Google Ads, TikTok], I have a proven track record of converting high-intent audiences through data-driven storytelling and persuasive micro-copy.

In my previous role at [Current/Previous Company], I was responsible for developing multi-channel digital campaigns that resulted in [Key Metric, e.g., a 25% increase in CTR or a 15% reduction in CPA]. I excel at translating complex brand value propositions into concise, platform-native headlines and body copy that resonate with specific user personas.

I am particularly drawn to [Company Name] because of your recent [Specific Campaign or Project]. My expertise in A/B testing frameworks and my ability to pivot creative direction based on real-time performance analytics align perfectly with your agency's focus on [Specific Goal/Value].

I have attached my portfolio, which showcases my work across display ads, social media sets, and landing page funnels. I look forward to the possibility of discussing how my writing style and strategic approach can contribute to the continued success of [Company Name].

Best regards,

[Your Signature]

[Your Printed Name]