

[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],

As an Email Marketing Manager with a proven track record of driving [X]% growth in lifecycle revenue, I was immediately drawn to the [Job Title] opening at [Company Name]. I specialize in transforming stagnant email lists into high-converting revenue streams through data-driven segmentation and behavioral automation.

In my previous role at [Previous Company], I focused on high-intent customer journeys. My approach to conversion optimization led to the following benchmarks:

- **Revenue Growth:** Increased attributed email revenue by [X]% within [Timeframe] by re-architecting the welcome series and abandoned cart flows.
- **Engagement:** Boosted average CTR from [X]% to [X]% through rigorous A/B testing of dynamic content and CTA positioning.
- **Deliverability:** Maintained a [X]% inbox placement rate by implementing strict list hygiene and sender reputation management.

I am particularly impressed by [Company Name]'s recent [Specific Campaign/Product Launch]. With my expertise in [Specific Tool: e.g., Klaviyo, Braze, or Salesforce Marketing Cloud] and conversion-centric copywriting, I am confident I can scale your retention efforts and decrease your CAC through better lifecycle attribution.

I have attached my portfolio detailing specific campaign results and ROI snapshots. I look forward to discussing how my strategic approach to email can help [Company Name] exceed its [Year/Quarter] growth targets.

Sincerely,

[Your Full Name]