

[Your Full Name]

[Phone Number] | [Email Address]

[LinkedIn Profile URL] | [Portfolio/Website URL]

[City, State, Zip Code]

[Current Date]

[Hiring Manager Name]

[Title]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

Regarding the **B2B Marketing Manager** position at [Company Name], I am writing to express my strong interest in joining your team. With [Number] years of experience driving demand generation and brand growth in the [Industry] sector, I have a proven track record of aligning marketing strategies with complex B2B sales cycles to exceed revenue targets.

In my previous role at [Current/Previous Company], I was responsible for [Key Responsibility]. One of my primary achievements included [Major Accomplishment, e.g., increasing qualified leads by X% or reducing CAC by Y%]. I achieved this by implementing a data-driven approach to [Specific Strategy, e.g., Account-Based Marketing (ABM) or Content Marketing], which directly resulted in [Specific Business Outcome].

I am particularly drawn to [Company Name] because of your recent [Specific Company Milestone, Product, or Mission]. I am confident that my expertise in [Key Skill 1], [Key Skill 2], and cross-functional leadership will allow me to contribute immediately to your marketing objectives. My approach focuses on bridging the gap between sales and marketing to ensure high-quality lead flow and long-term customer retention.

I have attached my resume for your review and would welcome the opportunity to discuss how my background in B2B growth can support the goals of [Company Name]. Thank you for your time and consideration.

Sincerely,

[Your Full Name]