

[Your Full Name]  
[Your Address]  
[City, State, Zip Code]  
[Phone Number]  
[Email Address]  
[LinkedIn Profile URL]

[Current Date]

[Hiring Manager Name]  
[Job Title]  
[Company Name]  
[Company Address]  
[City, State, Zip Code]

Dear [Hiring Manager Name],

I am writing to express my interest in the Channel Marketing Manager position at [Company Name]. With a proven track record of developing strategic partner programs and driving indirect revenue growth, I am confident in my ability to enhance [Company Name]'s market presence through your valued distribution channels and partner networks.

In my previous role at [Previous Company], I was responsible for managing a portfolio of [Number] partners, where I successfully implemented co-marketing initiatives that resulted in a [Percentage]% increase in channel-sourced leads. My experience spans the entire partner lifecycle, from onboarding and enablement to the execution of multi-channel demand generation campaigns. I pride myself on my ability to align corporate brand objectives with the local needs of partners to ensure mutual profitability.

I am particularly drawn to [Company Name] because of your innovative approach to [Specific Industry/Product]. I am eager to bring my expertise in Market Development Funds (MDF) management, partner portal optimization, and performance analytics to your team. My goal is to ensure that [Company Name] remains the preferred vendor for your partners by providing them with high-impact tools and collateral.

Thank you for your time and consideration. I look forward to the possibility of discussing how my background in channel strategy and relationship management can contribute to the continued success of [Company Name].

Sincerely,

**[Your Full Name]**