

# [Your Full Name]

[Phone Number] | [Email Address]  
[LinkedIn Profile URL] | [Portfolio/Personal Website]  
[City, State, Zip Code]

[Date]

**[Hiring Manager Name]**

[Title]  
[Company Name]  
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my strong interest in the Performance Marketing Manager position at [Company Name]. With a proven track record of managing an annual budget of [Amount] and achieving an average ROAS of [X.X], I am confident in my ability to scale [Company Name]'s customer acquisition efforts through data-driven strategies and rigorous A/B testing.

In my previous role at [Previous Company], I spearheaded the growth strategy across [List Channels, e.g., Meta, Google Ads, TikTok]. My core accomplishments include:

- Reducing Customer Acquisition Cost (CAC) by [Percentage] while increasing lead volume by [Percentage].
- Implementing a full-funnel attribution model that improved budget allocation efficiency by [Percentage].
- Collaborating with creative teams to develop high-converting ad assets, resulting in a [Percentage] increase in Click-Through Rate (CTR).

I am particularly drawn to [Company Name] because of your recent [mention a specific company campaign, product launch, or market position]. I am eager to apply my expertise in [Specific Skill, e.g., Programmatic Buying or LTV modeling] to help your team exceed its growth targets for the upcoming fiscal year.

Thank you for your time and consideration. I look forward to the possibility of discussing how my performance marketing background can contribute to the continued success of [Company Name].

Sincerely,

[Your Full Name]