

[Your Full Name]

[Your Professional Title / Portfolio Link]

[Phone Number] | [Email Address]

[LinkedIn Profile URL]

[Date]

[Hiring Manager Name]

[Title, e.g., Director of Marketing]

[Company Name]

[Company Address]

Dear [Hiring Manager Name], I am writing to express my interest in the Product Marketing Manager position at [Company Name]. As a PMM with [Number] years of experience sitting at the intersection of product, sales, and customer success, I have a proven track record of [mention a high-level achievement, e.g., launching 5+ Tier-1 features or increasing product adoption by X%]. In my previous role at [Current/Previous Company], I led the GTM strategy for [Product/Feature Name]. By conducting extensive market research and competitive analysis, I was able to [describe a specific action, e.g., reposition the product for the Enterprise segment], which resulted in a [Number]% increase in pipeline generation. I specialize in translating complex technical capabilities into value-driven messaging that resonates with [Target Audience]. I am particularly drawn to [Company Name] because of your recent [mention a specific company initiative, product launch, or brand value]. I am confident that my experience in [specific skill, e.g., sales enablement, pricing strategy, or lifecycle marketing] will allow me to contribute immediately to your team's goals for [Year]. Thank you for your time and consideration. I look forward to the possibility of discussing how my background in driving product growth aligns with the vision at [Company Name]. Best regards,

[Your Full Name]