

[Full Name]

[Email Address] | [Phone Number]

[Portfolio URL / LinkedIn Profile]

[City, State]

[Date]

To: [Hiring Manager Name or Department]

Re: Content Writer Position - [Job Reference Number/Title]

Dear [Hiring Manager Name],

As a strategic Digital Marketing Content Writer with [Number] years of experience in [Niche/Industry], I am writing to express my interest in joining [Company Name]. I specialize in crafting high-conversion copy and SEO-driven narratives that align with brand identity and drive measurable user engagement.

During my tenure at [Previous Company/Freelance Practice], I focused on turning complex concepts into accessible, persuasive content. Key highlights of my portfolio include:

- **SEO & Organic Growth:** Increased organic traffic by [Percentage] through targeted keyword research and long-form blog strategy.
- **Campaign Performance:** Developed email marketing copy and ad scripts that resulted in a [Percentage] increase in CTR.
- **Brand Voice:** Audited and refined the brand voice across [List Platforms, e.g., Web, Social, and White Papers] to ensure cross-channel consistency.

I have closely followed [Company Name]'s recent [Campaign/Project/Product Launch], and I am impressed by your approach to [Specific Marketing Aspect]. My background in [Specific Skill, e.g., Data-Driven Storytelling or Lead Magnet Creation] positions me to contribute immediately to your content goals.

Thank you for your time and for reviewing my attached portfolio. I look forward to the possibility of discussing how my writing style and digital strategy experience can support [Company Name]'s growth.

Best regards,

[Full Name]