

[Your Full Name]

[Your Phone Number] | [Your Email Address]

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

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name or "Hiring Team"],

I am writing to express my interest in the **Digital Advertising Specialist** position at [Company Name]. With a proven track record of managing [mention major platforms like Google Ads/Meta/TikTok] campaigns and a data-driven approach to ROAS, I am confident in my ability to scale your digital presence and drive measurable growth.

During my tenure at [Current or Previous Company], I managed a monthly ad spend of [\$ Amount] across multiple channels. My core achievements include:

- Increasing conversion rates by [X%] through rigorous A/B testing and landing page optimization.
- Reducing Cost Per Acquisition (CPA) by [X%] by refining audience segmentation and keyword bidding strategies.
- Implementing advanced tracking via [GTM/GA4/Pixels] to ensure 100% attribution accuracy.

I am particularly drawn to [Company Name] because of [mention a specific campaign, company value, or product]. I am eager to apply my expertise in [specific skill like Search, Programmatic, or Paid Social] to help your team exceed its performance KPIs.

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

Sincerely,

[Your Signature/Name]