

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

[Date]

[Hiring Manager Name]
[Title]
[Company Name]
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my strong interest in the **Growth Marketing Lead** position at [Company Name]. With a proven track record of driving scalable customer acquisition and optimizing full-funnel conversion rates, I am eager to bring my data-driven approach to your marketing team.

In my previous role at [Current/Previous Company], I led growth initiatives that resulted in a [Percentage]% increase in [Key Metric, e.g., Monthly Recurring Revenue] and a [Percentage]% reduction in Customer Acquisition Cost (CAC). I specialize in:

- Designing and executing rapid A/B testing frameworks across [Channels, e.g., Paid Social, SEM, Email].
- Collaborating with product and engineering teams to improve activation and retention loops.
- Analyzing complex datasets to identify friction points in the user journey.

I have long admired [Company Name]'s approach to [Specific Industry Aspect or Product], and I am confident that my experience in [Specific Skill, e.g., performance marketing or lifecycle automation] aligns perfectly with your current goals for [Mention a specific company goal if known].

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

Sincerely,

[Your Name]