

[Your Full Name]

[Your Phone Number] | [Your Email Address]

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

[Current Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

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

I am writing to express my strong interest in the Performance Marketing Specialist position at **[Company Name]**. With a proven track record of managing [mention major platforms like Meta/Google/TikTok] ads and achieving a consistent [X.X] ROAS, I am eager to apply my data-driven approach to scale your customer acquisition efforts.

In my previous role at **[Previous Company]**, I was responsible for a monthly budget of [\$Amount]. My key achievements include:

- Optimizing full-funnel campaigns that resulted in a [Percentage]% reduction in CPA.
- Implementing rigorous A/B testing frameworks for creative assets and landing pages, increasing conversion rates by [Percentage]%.
- Leveraging [mention specific tools: GA4, GTM, Looker Studio] to provide actionable insights and real-time reporting.

What excites me about **[Company Name]** is your recent focus on [mention a specific company project or value]. I am confident that my expertise in [specific skill: e.g., programmatic buying, retargeting strategies, or creative strategy] will help your team exceed its growth KPIs for the upcoming fiscal year.

I look forward to the possibility of discussing how my performance marketing background aligns with your growth objectives. Thank you for your time and consideration.

Sincerely,

[Your Full Name]