

[Your Full Name]

[Your Phone Number]

[Your Email Address]

[LinkedIn Profile URL]

[City, State]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

I am writing to express my strong interest in the PPC Advertising Manager position at [Company Name]. With a proven track record of managing [Dollar Amount] in monthly ad spend and delivering a consistent [X.X] ROAS, I am confident in my ability to scale your paid search and social initiatives.

In my previous role at [Previous Company], I was responsible for the end-to-back management of campaigns across [Platforms: e.g., Google Ads, Meta, Bing]. My key achievements include:

- Increasing conversion rates by [Percentage] through rigorous A/B testing of landing pages and ad copy.
- Reducing Cost Per Acquisition (CPA) by [Percentage] via strategic keyword negative mapping and audience segmentation.
- Implementing advanced tracking scripts and GA4 event monitoring to improve data attribution accuracy by [Percentage].

I am particularly drawn to [Company Name] because of your [mention a specific campaign, product, or company value]. My analytical approach to bid management and my expertise in [Specific Tool: e.g., SEMrush, Optmyzr, or Data Studio] align perfectly with your goal of [Target Goal: e.g., expanding into international markets].

Thank you for your time and consideration. I look forward to the possibility of discussing how my data-driven strategies can contribute to the growth of your marketing department.

Sincerely,

[Your Name]