

[Your Full Name]

[Your Phone Number]

[Your Email Address]

[Your LinkedIn Profile/Portfolio URL]

[City, State, Zip Code]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Last Name],

I am writing to express my interest in the Search Engine Marketing (SEM) Analyst position at [Company Name]. With a background in data-driven campaign management and a track record of optimizing ROI across [Google Ads/Microsoft Advertising/etc.], I am confident in my ability to drive measurable growth for your digital marketing initiatives.

In my previous role at [Previous Company], I managed a monthly ad spend of [\$Amount] while maintaining a focus on [KPI, e.g., CPA or ROAS]. My experience includes comprehensive keyword research, A/B testing ad copy, and implementing advanced tracking solutions. I successfully increased conversion rates by [X%] through meticulous bid management and landing page optimization strategies.

I am particularly drawn to [Company Name] because of [specific reason, e.g., their innovative approach to e-commerce or a recent marketing campaign]. I am eager to apply my technical skills in [Tools, e.g., Google Analytics 4, SEMrush, SQL] to help your team uncover actionable insights and scale profitable search traffic.

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

Sincerely,

[Your Full Name]