

Digital Marketer cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am applying for the Performance Marketing Manager role at [Organisation name]. I have six years in paid acquisition, the last three managing a monthly budget of about ₹1.5 crore across Google Ads and Meta Ads for a fashion e-commerce company, and I would like to bring that experience to a larger catalogue and a bigger team.

In my current role I rebuilt our shopping campaigns around product margins instead of revenue alone, which raised contribution margin from paid orders by 18 percent while keeping order volume steady. I also moved us from last-click reporting to a simple region-wise incrementality test, which showed that one brand search campaign was mostly capturing orders we would have received anyway; pausing it freed ₹12 lakh a month for prospecting. I manage two executives and work closely with the creative team on weekly ad refreshes.

I am comfortable with GA4, server-side conversion tracking and building reports in Looker Studio. My notice period is 60 days.

Thank you for your consideration. I would be glad to walk you through a campaign audit I recently prepared.

Regards,
[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the Digital Marketing Executive role at [Organisation name]. An agency appeals to me at the start of my career because working across several clients will teach me faster than managing a single brand's channels.

During a four-month internship with a small agency in Kochi, I handled social media calendars for three clients: a dental clinic, a home bakery and a furniture showroom. For the bakery, I planned short recipe reels and a WhatsApp order link, and its Instagram following went from 1,800 to 6,500, with weekend orders roughly doubling by the end of my internship. I also assisted on Google Ads search campaigns for the furniture showroom, adding negative keywords that cut wasted spend on irrelevant searches.

I have completed the Google Ads and Analytics certifications, and I write confidently in English and Malayalam. My portfolio, with campaign screenshots and results, is linked in my resume. I can join immediately.

Thank you for your consideration. I would be happy to prepare a sample content calendar for one of your clients.

Regards,
[Your name]

BEFORE YOU SEND IT

- Link a portfolio or case-study page with screenshots of campaigns, dashboards or content, and quote one number from it in the letter so the reader has a reason to click.
- State the budget you managed, the channels and the metric you were judged on, such as ROAS, cost per lead or organic sign-ups, instead of listing every tool you have touched.
- Write the letter as a sample of your copywriting, with short paragraphs, a clear subject line and no filler, since marketing leads read it as proof of how you write.
- Do not share client dashboards, ad account IDs or unpublished results from past employers; use rounded figures and describe each client by sector and size instead.