

Marketing Manager 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 Marketing Manager position at [Organisation name]. I have eight years of experience in consumer marketing, currently managing a personal care brand for a mid-size FMCG company with distribution across North and West India.

I own the brand's annual plan and a marketing budget of several crores, covering TV, digital, outdoor, sampling and trade promotions. Last year the brand was losing share to cheaper regional competitors. I commissioned consumer research, which showed that buyers saw our pack as old-fashioned and expensive for its size. I led a pack refresh with the design agency, introduced a smaller price-point pack for rural markets and shifted part of the TV budget into regional digital video and retailer schemes. Within two quarters our distribution in smaller towns widened and the brand regained lost share.

I manage a team of three brand executives and work closely with sales, supply chain and finance. I am comfortable presenting to the leadership team and making the case for spending with numbers.

My notice period is ninety days. I would welcome a conversation about your brand plans.

Regards,

[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the Assistant Marketing Manager position at [Organisation name]. I recently completed my MBA in marketing, and before that I worked two years as a sales officer for a packaged food company, so I have seen how marketing plans land with distributors and retailers.

As a sales officer in Indore, I covered 180 retail outlets. When the brand launched a new namkeen range, I noticed that posters and dangler kits reached stores weeks after the TV campaign started. I collected feedback from retailers, shared photos of empty display spots with the regional manager and suggested that kits be sent with the first stock delivery. The idea was adopted for the next launch in our region.

During my MBA summer internship at a consumer durables company, I supported the brand team on a regional festival campaign. I tracked the media plan against budget, coordinated with the creative agency on local language adaptations and prepared the post-campaign report comparing sales across districts.

I understand both trade and consumer marketing, and I can work with numbers and people. I can join immediately. Thank you for considering my application.

Regards,
[Your name]

BEFORE YOU SEND IT

- Show the full scope you handle, such as brand, budget, team and channels across offline and online, because marketing manager roles go beyond running digital campaigns.
- Describe one campaign or brand decision through its problem, your choice and the business result, using share, enquiries or distribution rather than likes or impressions.
- Mention the size of budget and team you managed in broad terms, and keep confidential spends, agency fees and sales figures out of the letter.
- Tailor the letter to the category, such as FMCG, healthcare, real estate or B2B, and mention the regulations or trade practices you already know in that space.