

Cover Letter Sample

By: AmbitionBox.com

{Your Name}
{Your Address}
{Contact Number}
{E-mail Address}

{Date}

Sub: Cover Letter

{Name of the Hiring Manager},

I am interested in the job posting for Digital Marketing Manager that I came across on your website's career section. I have always admired your company, and I believe that the current job post is just the position where I can best serve {Name of the Addressee Company}.

Serving similar ends in my current job at {Current Company Name}, I have been able to help it grow significantly. It has witnessed a 20% increase in client base for digital marketing services and also experienced 30% growth in the budget from its existing ones. During this period, I developed many skills such as {add core skills applicable to the profession}.

At {Current Company Name}, I have managed all sorts of clients, from India and abroad. Having been able to facilitate significant online presence for them, I have not just focused on SERP rankings but also on generating quality leads.

I also believe in team play and management and firmly emphasize the contribution of my seniors and colleagues in each of my success stories.

Here are a few of my achievements as a Digital Marketing Team Leader at {Current Company Name}:

1. I have guided and worked with my team in handling several high profile clients like {Client Name 1}, {Client Name 2}, and {Client Name 3}. All of these clients had a budget upwards of Rs. XXXXXXXXX and it was optimized to enhance their online presence significantly.
2. For the past 3 months, I have been working on a new client website and have been able to take it from zero traffic to the 1st SERP page for over 5 keywords. All of these results are organic and built on quality content optimization.
3. I have formulated Content Marketing plans for all my clients to make sure that their website activity is always on a high and new pages are always being indexed.

Knowing that {Addressee Company Name} is following an aggressive growth strategy, I am confident that I will be able to serve it towards achieving its goals to the best of my abilities. I am looking forward to these new challenges and hope that we could discuss this proposal further.

Thanking You,
{Your Name}.