

1. Contact Details

2. The Hiring Manager/ Department Information

3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

4. The Body

Describe what are your major achievement and how will you help them solve their current challenges. Mention why you are the right person for the job.

5. Closing Paragraph

6. Formal Salutation

John Doe

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Digital Marketer

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New York, USA

John-blog.com

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To:

Elba Solutions Aps

Erling Kare, CMO

Frederiksberg, Denmark

erling@elbasolutions.dk

21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Market. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3.8 % in the last year.
- Created over 5 new social media campaigns which increased the engagement (share and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year target in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target market, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,

John Doe