

Alex Morgan

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Hiring manager
Seabright Travel Co.
Bristol

Senior Digital Marketing Executive

Dear hiring manager,

I'd like to apply for the Senior Digital Marketing Executive role. I've worked in marketing since 2018, and for the last few years I've led email campaigns and paid social at Harbourline Outdoor, an outdoor company in Bristol. Your role asks for much the same work.

Email campaigns. I run our weekly newsletter to about 42,000 subscribers and moved all those contacts to a new email platform in 2022 without missing a send. For product launches I rewrote the subject lines and split the list by what people had bought before. Open rates went from 18% to 26% over three sends. I test two subject lines on every campaign email and share the results with the team each month.

Paid social and reporting. I manage a paid social budget of about £6,500 a month across three channels. Each quarter I compare cost per lead by channel and move budget in steps; during 2024 cost per lead fell from £14 to £11. I write a monthly marketing report for our leadership team and I use spreadsheets (pivot tables, lookups) and web analytics.

Coaching, writing and events. I mentor two marketing assistants with weekly one-to-ones. At Harbourline I've also written blog posts and product pages, about eight a month, and a short email style guide the team uses. I also plan our stand at two outdoor trade shows a year.

You mention CRM software, French or Spanish and an interest in the outdoors. I helped the sales team set up a basic CRM record for each trade-show lead, I speak conversational French (B1) and some Spanish, and I run, hike and volunteer for my local running club.

I'd welcome the chance to talk about how I could help Seabright's emails and paid social. Thank you for your time.

Kind regards,
Alex Morgan

Sample cover letter for a fictional person. All names, companies and details are made up. Every fact comes from the sample "before" resume.