

Dear Hiring Manager,

I am excited to submit my application for the Email Marketing Specialist position at [Company Name]. With over [X years] of hands-on experience designing, launching, and optimizing successful email campaigns, I am confident in my ability to drive measurable results, increase customer engagement, and boost ROI for your marketing initiatives.

My background spans multiple industries, where I have honed my ability to segment audiences, craft compelling content, develop automated workflows, and deploy A/B testing strategies for continuous improvements. I am well-versed in using platforms such as Mailchimp, HubSpot, and Klaviyo, and my analytic skills ensure that every campaign I develop is driven by data-informed insights.

Here is a selection of my most effective email marketing campaigns:

- **E-commerce Holiday Campaign** “ [Client/Company Name] (2023):

Role: Email Designer & Strategist

Objective: Boost holiday sales

Results: Achieved 42% open rate and 21% click-through rate, resulting in a 30% YoY sales increase.

[View Portfolio Sample](#)

- **SaaS Product Launch Series** “ [Client/Company Name] (2022):

Role: Campaign Manager

Objective: Announce new features and onboard users

Results: Increased trial sign-ups by 50%, with a conversion rate of 19% from targeted drip sequences.

[View Portfolio Sample](#)

- **Re-engagement Campaign** “ [Client/Company Name] (2021):

Role: Content Creator & Analyst

Objective: Win back lapsed subscribers

Results: Reactivated over 2,000 subscribers and reduced churn by 15%.

[View Portfolio Sample](#)

I thrive in fast-paced environments where creativity and data-driven solutions go hand-in-hand. My passion for using targeted messaging and detailed performance analysis helps me develop campaigns that not only meet but exceed KPIs. I look forward to discussing how my expertise can contribute to the continued growth of [Company Name].

Thank you for your time and consideration.

Sincerely,

[Your Name]

[Your LinkedIn or Portfolio Website]

[Your Contact Information]