

Dear [Candidate Name],

Thank you very much for your interest in collaborating with us as a freelance marketing specialist. We truly appreciated the time and effort you put into your application and portfolio.

After a thorough review of your background, skills, and submitted materials, we have decided to move forward with another candidate whose experience aligns more closely with our current project requirements. This decision was not easy, given your evident talent and passion for marketing.

#### **Personalized Feedback & Improvement Tips:**

- **[Personalized Tip #1: Skill Enhancement]** — We encourage you to deepen your expertise in *[e.g., content marketing automation, analytics tools, SEO best practices]*, as this is frequently sought after in our projects.
- **[Personalized Tip #2: Project Showcase]** — Consider expanding your portfolio with *[e.g., recent case studies, measurable results, industry-specific campaigns]* to better demonstrate your impact.
- **[Personalized Tip #3: Communication Skills]** — Refining your ability to present marketing strategies and performance data concisely can further strengthen your client communications.

We sincerely appreciate your interest in working with us and hope you'll consider applying for future opportunities. Your skills and passion for marketing are evident, and we wish you every success in your freelance career.

Best regards,

**[Your Name]**

[Your Position/Company Name]

[Contact Information]