

[Your Name]  
[Your Address]  
[City, State ZIP Code]  
[Email Address]  
[Phone Number]  
[Date]

[Recipient Name]  
[Recipient Title]  
[Company Name]  
[Company Address]  
[City, State ZIP Code]

Dear [Recipient Name],

I am writing to express my interest in the Product Marketing Manager position at [Company Name] as advertised. With over [X] years of experience in technology product marketing, I have developed a robust skillset in market research, product positioning, and digital campaign management that aligns well with your company's strategic objectives.

In my previous role at [Previous Company], I led go-to-market strategies for several SaaS products, resulting in a [XX]% increase in adoption and revenue growth. By leveraging customer insights and competitive analysis, I was able to create compelling value propositions and targeted messaging that resonated with both existing and new markets. My ability to collaborate with product development, sales, and design teams was key to launching impactful campaigns that aligned with business goals.

I am particularly passionate about using data-driven methodologies to optimize marketing performance. At [Previous Company], my management of cross-channel digital campaigns increased user engagement by [XX]% and significantly improved ROI. My experience utilizing tools such as HubSpot, Salesforce, and Google Analytics has equipped me to deliver measurable results for dynamic tech environments like [Company Name].

I am excited about the opportunity to contribute to [Company Name]'s ambitious product roadmap and innovative culture. Thank you for considering my application. I welcome the chance to further discuss how my marketing expertise and passion for technology can help drive [Company Name]'s continued growth and success.

Sincerely,  
[Your Name]