

Cover Letter Example for Marketing Position (Including Expected Salary)

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

[Hiring Manager's Name]
[Company Name]
[Company Address]
[City, State, ZIP Code]

Dear [Hiring Manager's Name],

I am writing to express my interest in the Marketing [Position Title] role at [Company Name], as advertised on [where you found the job posting]. With over [X years] of hands-on experience in digital marketing, campaign strategy, and brand management, I am excited about the opportunity to contribute to your innovative team.

In my previous role at [Previous Company], I successfully developed and executed multi-channel marketing campaigns that resulted in a [percentage]% increase in customer engagement and a [percentage]% growth in sales. My expertise includes data-driven marketing, social media strategy, and content creation, all of which I believe align with the requirements outlined in your job description.

I am particularly drawn to [Company Name] because of your commitment to creative excellence and the opportunity to collaborate with talented professionals in the marketing field. I am confident that my proactive approach and strong analytical skills will make a positive impact on your marketing initiatives.

Regarding compensation, based on my research and experience level, my expected salary range is [insert expected salary range, e.g., "\$60,000–\$70,000 per year"], which I believe reflects the value I can bring to your organization. However, I am open to discussing this further and am flexible depending on the overall compensation package and growth opportunities.

Thank you for considering my application. I look forward to the possibility of discussing how my skills and experience can contribute to the continued success of [Company Name].

Sincerely,
[Your Name]