This document is intended for inspiration and guidance only. Tailor it to highlight your unique skills and experiences that align with the role you’re applying for – don’t copy directly**.** It is based on a **fictional persona** – any similarity to an actual person is coincidental and unintended.

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|  |  | Priya Singh  **Digital Marketing Specialist** |
| **C/O Hiring Manager** Senior Marketing Manager position at Digital R Us  I hope this message finds you well.  My name is Priya and I am reaching out regarding the Senior Marketing Manager vacancy. With over a decade of experience in digital marketing and a proven track record of driving business growth, I am excited about the opportunity to contribute my strategic leadership and expertise to your team. As someone who likes to stay at the forefront of digital trends, I have always regarded Digital R Us as a forward-thinking industry leader.  As the Digital Marketing Manager at XYZ Digital Agency, I have led comprehensive marketing strategies that align with business objectives and delivered exceptional results. Implementing robust SEO strategies, I successfully boosted client website traffic by 40%. These efforts led to a 15% increase in online sales. I led a 25% enhancement in social media engagement through targeted content campaigns, contributing to a 10% growth in brand awareness. Furthermore, I reduced digital advertising costs by 20% while increasing the ROI of ad campaigns by 30%.  A core strength of mine is shaping and enhancing brand identity across all channels and touchpoints. I am an experienced user of analytics to assess campaign performance, gather insights, and refine strategies for continuous improvement. As a result of my campaign for the health and wellness brand HealthFit, social media followers increased by 40% and class sign-ups grew by 25%. My experience in the SaaS industry aligns well with Digital R Us’s focus areas.  Throughout my career, I have been recognised for my strong leadership skills, strategic mindset and the ability to translate ideas into action. In 2021 I received the Digital Marketing Innovator of the Year Award for the RetailX website redevelopment which increased organic traffic by 50%.  I am a creative thinker with a passion for technology, software and product development, making me well-suited to drive growth and innovation at Digital R Us.  I am eager to contribute to your team's efforts in expanding the client base and solidifying Digital R Us's position as a market leader. I would welcome the opportunity to discuss how my extensive experience and qualifications can add value to this dynamic and collaborative team. I have attached my CV for your perusal. Please let me know if you require any additional information. I look forward to speaking with you.  Sincerely, Priya Singh |  | Contact  XXXX XXX XXX  priya.singh@example.com.au  linkedin.com/in/example |