

# Formal Letter in English

## Sender's Information:

Jane Doe  
123 Main Street  
Anytown, USA 12345  
Email: janedoe@email.com  
Phone: (123) 456-7890

## Date:

May 2, 2024

## Recipient's Information:

John Smith  
Manager, ABC Corporation  
456 Business Rd.  
Businesstown, USA 12345

## Salutation:

Dear Mr. Smith,

## Introduction:

I am writing to express my interest in the Marketing Specialist position listed on your company's website. With a robust background in digital marketing and a proven record of increasing user engagement, I am eager to bring my expertise to ABC Corporation.

## Body Paragraph 1:

In my previous role at XYZ Digital, I spearheaded a project that resulted in a 30% increase in website traffic over six months. This was achieved through targeted social

media advertising campaigns and optimizing our SEO practices. My efforts significantly boosted our leads, contributing to a 20% growth in overall sales.

### **Body Paragraph 2:**

Additionally, I have extensive experience in managing cross-functional teams and coordinating with vendors to ensure the alignment of marketing strategies with corporate goals. My strong analytical skills and data-driven approach would be a perfect fit for your team, as I understand the importance of leveraging data to achieve business outcomes.

### **Conclusion:**

I am very excited about the opportunity to work with ABC Corporation and contribute to your team's success. I am confident that my background and skills align well with your needs and that I would be an effective addition to your team.

### **Closing:**

Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you. I am available at your earliest convenience for an interview and can be reached by phone or email.

### **Complimentary Close:**

**Sincerely,**

### **Signature:**

**Jane Doe**