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Company Name
% Hiring Team
999 Some Road
Suite 333
City, State
10001

October 10th, 2020.

Dear hiring team,

While my friends were playing games, I was busy surfing bulletin boards.

One of my favourite memories as a young child was spending most of my free time dialing up bulletin board services. I was not only learning how to code but also playing online role-playing games using a monochrome text-based browser. Little did I know that this would eventually become the Internet.

Since then, I have been and continue to be deeply fascinated by technology and how it's dramatically enhancing people's lives. It's amazing how the digital landscape is rapidly transforming the way we conduct business, and I love learning how technology can drive demand and grow sales. After researching your organization, I understand this is something you're passionate about, too.

Here's how I learned that when technology changes, so does marketing.

As a marketing consultant and digital marketing strategist for the better part of 30 years, my goal is to help drive demand, optimize conversions, and grow revenues. To accomplish this, I've worked with a number of platforms to leverage inbound marketing strategies and improve demand generation efforts.

Just as digital marketing trends, tools, and techniques continue to evolve, I continue to expand my knowledge and refine my skills with *the same curiosity I had as a child*. That's why I'm as passionate about this industry as your team is. It's exciting work, and I love having the opportunity to use my marketing skills and digital expertise to make a positive impact on your organization's goals.

Being a creative problem-solver is more than just a skill — it's the fuel thrive on!

I love the challenge of coming up with successful marketing initiatives to attract customers and stimulate growth. Sometimes, the solution is in finding gaps and removing bottlenecks, too.

For example, a multinational client experienced a serious decline in conversions following a website redesign. With the help of journey mapping and event tracking, I discovered that the new architecture and messaging were too confusing. So with the help of my team, we removed the friction elements, restructured the navigation, and rewrote the messaging, which boosted sales from \$240k to \$700k.

I'd love to join your team and achieve similar results. Can we chat?

Give me the opportunity to share why I'd be a great addition to the team as a marketing executive or senior digital marketing manager. You can reach me at michel@michelfortin.com or at (613) 690-6345.

Thank you for your time and consideration. I look forward to hearing from you!

Sincerely,

A handwritten signature in black ink, appearing to read "Michel Fortin". The signature is fluid and cursive, with a prominent flourish at the end.

Michel Fortin