

Jane Doe

Marketing Manager

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Alex Morgan
Head of Marketing
Brightline Software
200 Park Avenue, New York, NY 10166

Dear Alex Morgan,

I'm applying for the Senior Marketing Manager role at Brightline Software. Over the last six years I've built content and demand programs for B2B SaaS companies, and most recently grew inbound leads 140% in 12 months at Northwind Analytics. I'd love to bring that same approach to Brightline's next stage of growth.

Your job post mentions scaling pipeline from organic search while lowering acquisition costs. At Northwind I rebuilt our SEO strategy from scratch, launched a blog that now drives 45% of all demo requests, and cut cost per lead 35% by moving budget from display ads into search and LinkedIn. I also led a team of four marketers and two freelancers, and partnered with sales on three product launches that added \$2.4M in pipeline.

What draws me to Brightline is your focus on mid-market finance teams, a space I know well from two years of campaigns aimed at CFOs and controllers. I'm confident I could help turn your product's strong reviews into a repeatable source of qualified demand.

Thank you for your time and consideration. I'd welcome the chance to talk about how I could support your team, and I'm available for a call any day next week.

Sincerely,

Jane Doe