

**EXAMPLE COVER LETTER — delete this banner and replace with your own.**

## **Daniel Reid**

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14 March 2026

Dear Ms Patel,

Re: Marketing Coordinator (ref MC-204)

I'm writing to apply for the Marketing Coordinator role advertised on Reed. I have three years' experience running social and email campaigns for a retail brand, and your focus on data-led marketing is exactly the work I want to do more of.

In my current role I manage a 12,000-subscriber email programme and grew open rates from 18% to 27% in a year by rewriting the templates and testing send times. I also run our social calendar across three channels and report on performance monthly, so I'm comfortable owning campaigns end to end and showing their impact.

I'd like to join your team because you combine creative work with proper measurement, and your recent rebrand is the kind of project I'd be glad to support.

Thank you for considering my application. I'd welcome the chance to discuss it and can start within four weeks.

Yours sincerely,

Daniel Reid

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