**LETTER OF INTEREST**

Dear **[Mr./Ms. Last Name]**,

I’ve been following the Alpha Beta Company’s trajectory since it launched in 20XX. When the company reached 10 million active users last month, I thought about how exciting it would be to be part of a team with the potential to grow that number to 20 million and beyond. I’m writing you to express my interest in joining your team and to learn more about upcoming employment opportunities.

I’ve been a user acquisition manager at XYZ, Inc. for five years. At XYZ, I developed the go-to-market strategy for new apps and performed analysis to calculate how our campaigns influenced user engagement. As you may know, XYZ operates in a smaller niche market. Even so, during my time with them, XYZ’s user base grew from just five hundred beta users to over 3 million today. In the ten years since I graduated with a Bachelor of Science in business and marketing from Great Big University, I’ve managed and launched hundreds of successful marketing campaigns on channels ranging from print media to social media to videos.

I’m excited by the idea of working in a larger market and for a company that is constantly innovating and recognized as an industry leader. I’ve enclosed my résumé, which outlines my experience and skills. I’d love to sit down and talk with you about Alpha Beta’s explosive growth and new user acquisition strategy. Would you be open to meeting with me at your convenience?

Sincerely,

**[Your Name]**