

Formal Motivation Letter for Promotion to Senior Position

Subject: Application for Promotion to Senior Marketing Manager

Dear [Manager's Name],

I am writing to formally express my interest in being considered for the position of Senior Marketing Manager, recently announced within our department. Over the past five years with [Company Name], I have consistently met and exceeded targets, developed new client relationships, and contributed to several successful campaigns that have strengthened our market presence.

My experience in managing teams, executing strategic plans, and introducing innovative ideas has allowed me to develop leadership qualities that align well with the responsibilities of this senior role. I have also actively supported my colleagues through mentorship and cross-departmental collaborations, which I believe reflects the company's values of teamwork and growth.

I am deeply motivated to take on new challenges and contribute further to our company's objectives at a strategic level. I would appreciate the opportunity to discuss my application and how my skills can continue to add value in this elevated capacity.

Thank you for considering my request.

Sincerely,

[Your Name]

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