

Tom Ashworth

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2 October 2026

Ms Hannah Doyle
Marketing Manager
Moorland Outdoor Co.
Saltaire Mill, Victoria Road
Shipley BD18 3LA

Dear Ms Doyle

Application for Campaign Manager

I am applying for the Campaign Manager role at Moorland Outdoor. I have four years' experience in an online retailer's in-house marketing team, running paid search, paid social and email for a home and garden range.

I manage a £15,000 monthly paid media budget and cut our cost per sale by 22% in a year by moving spend to the searches that convert and testing new creative every fortnight. I also worked with our SEO agency to rewrite 120 category pages, and organic traffic to them rose by a third.

I plan and send a weekly email to 60,000 subscribers and test subject lines and send times, and I report results to our ecommerce manager every week. I walk in the Dales most weekends and would enjoy marketing products I use.

I hold the Google Ads search certification. My CV is attached. Thank you for considering my application.

Yours sincerely

Tom Ashworth