

Marketing Professional Experience Letter

Experience Certificate Format for Marketing & Digital Marketing Roles

Marketing experience letters should highlight campaign ownership, measurable business impact, and strategic contributions. Generic "marketing activities" reduce the document's value. Specifics about campaigns owned, channels managed, and outcomes delivered make the letter substantially more useful.

[COMPANY LETTERHEAD] *Company name, logo, registered address, phone, website*

Date: [DD/MM/YYYY] **Place:** [City, State]

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **[Employee Full Name]** was employed with **[Company Name]** as **[Designation — e.g., Marketing Executive / Digital Marketing Manager / Brand Manager / Content Lead]** from **[Joining Date]** to **[Last Working Date]**.

During this tenure, **[he/she/they]** was responsible for **[key responsibilities — e.g., planning and executing performance marketing campaigns across Google Ads, Meta Ads, and LinkedIn; managing SEO and content strategy across the website and blog; coordinating with the creative team on campaign assets; analyzing performance metrics and reporting ROI; and collaborating with sales and product teams on integrated growth initiatives].**

[He/She/They] worked extensively with **[tools — e.g., Google Ads, Meta Ads Manager, Google Analytics 4, HubSpot, Mailchimp, Semrush, Ahrefs, and Tableau]** and managed a monthly marketing budget of **[budget amount — e.g., Rs. 15 lakh]**.

Notable contributions include **[specific results — e.g., scaling monthly organic traffic from 40K to 220K over 18 months, reducing cost per acquisition from Rs. 1,800 to Rs. 950 across paid channels, and leading the launch campaign for [Product Name] which contributed to Rs. 3 Cr in pipeline revenue].**

[He/She/They] brought creativity, analytical rigour, and a results-driven mindset to the role. We wish **[him/her/them]** all success in future endeavours.

Sincerely,

[Authorised Signatory's Signature]

[Full Name]

[Designation — e.g., Head of Marketing / CMO]

[Company Name]

[Company Seal / Stamp]

Tip: Mention specific campaigns, channels managed (SEO, paid, social, email, content), performance metrics improved (traffic, leads, CPL, ROAS), and tools used. For digital marketing roles specifically, include platforms managed and certifications earned.

Need the complete guide?

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collegesathi.com/blogs/experience-letter-format-sample-india