

[Your Name]
[Your Title]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Recipient Name]
[Recipient Title]
[Recipient Company]
[Recipient Address]
[City, State, Zip Code]

Dear [Recipient Name],

I am writing to enthusiastically recommend [Applicant's Name] for the position of Vice President of Marketing at [Company Name]. I have had the pleasure of working with [Applicant's Name] for [duration] at [Your Company] where [he/she/they] held the position of [Applicant's Previous Title].

During [his/her/their] time with us, [Applicant's Name] demonstrated exceptional leadership qualities, strategic thinking, and a deep understanding of market dynamics. [He/She/They] successfully led several high-impact marketing initiatives that resulted in [specific results or metrics]. [His/Her/Their] innovative approach to [specific marketing strategies or campaigns] has been instrumental in driving brand awareness and customer engagement.

[Applicant's Name] possesses a unique ability to align marketing strategies with overall business objectives, ensuring that each campaign not only resonates with our target audience but also contributes to the company's growth. [His/Her/Their] proficiency in digital marketing, analytics, and team management has empowered our marketing department to exceed its goals consistently.

Beyond [his/her/their] technical skills, [Applicant's Name] is a remarkable team player and a motivating leader. [He/She/They] cultivates a positive work environment, encouraging creativity and collaboration among team members. [His/Her/Their] mentorship has fostered the growth of junior staff, making a lasting impact on our company culture.

I am confident that [Applicant's Name] will bring the same level of dedication, creativity, and strategic insight to [Company Name] as [he/she/they] has demonstrated at [Your Company]. [His/Her/Their] passion for marketing and commitment to achieving excellence make [him/her/them] an ideal candidate for the Vice President of Marketing role.

Please feel free to contact me at [Your Phone Number] or [Your Email Address] if you need any further information or specific examples of [Applicant's Name]'s work.

Sincerely,
[Your Name]
[Your Title]
[Your Company]