

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient's Name]

[Recipient's Title]

[Company/Organization Name]

[Company Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to request a reference for [Candidate's Name], who is applying for a marketing position at [Company Name]. As an alumnus of [Your Institution] and a former colleague of [Candidate's Name], I can provide insights into their skills and capabilities.

[Candidate's Name] demonstrated exceptional marketing talents during our time working together, particularly in [specific projects or skills relevant to marketing]. Their ability to [describe key strengths, e.g., strategize, analyze data, communicate effectively] made a significant impact on our team's success.

I believe that [Candidate's Name] would be a valuable addition to your team, and I am happy to provide further information or discuss this in more detail. Thank you for considering my request; your support in this matter would be greatly appreciated.

Sincerely,

[Your Name]

[Your Title/Position, if applicable]

[Your Institution, if applicable]