Dear [Reference's Name],

I hope this message finds you well. I am reaching out to request a favor from you. I am currently applying for a marketing position at [Company Name] and I was hoping you could provide a reference for me.

During our time together at [Previous Company/Project Name], I had the pleasure of working on [specific project or task] and I believe that your insight into my skills and work ethic would be invaluable to my application.

Please let me know if you would be comfortable providing a reference. I would be happy to provide you with more details about the position or any other information you might need.

Thank you very much for considering my request. I appreciate your support!

Best regards, [Your Name] [Your Phone Number] [Your Email Address]