

Jordan Miller

January 16, 2026

Acme Corporation
RE: Brand Manager

Dear Hiring Manager,

I am excited to apply for the Brand Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in brand strategy and a passion for innovative marketing solutions, I am eager to contribute to your team and help elevate Acme's brand presence in the market.

In my previous role at XYZ Inc., I successfully led a rebranding initiative that resulted in a 30% increase in brand awareness within just six months. By conducting comprehensive market research and leveraging consumer insights, I developed a new brand positioning strategy that resonated with our target audience. Additionally, I spearheaded a multi-channel marketing campaign that not only boosted product sales by 25% but also enhanced customer engagement across social media platforms.

Furthermore, I have a proven track record of collaborating with cross-functional teams to drive brand initiatives. For instance, while working on a product launch for a new line of health supplements, I coordinated efforts between product development, sales, and digital marketing, ensuring a cohesive approach. This collaboration led to exceeding our sales targets by 40% in the first quarter post-launch, showcasing my ability to align brand goals with organizational objectives.

I am very enthusiastic about the opportunity to bring my expertise in brand management to Acme Corporation and contribute to your continued growth. I look forward to the possibility of discussing my application further and how I can help shape the future of your brand. Thank you for considering my application.

Sincerely,

Jordan Miller