

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Career Change Brand Manager

Dear Hiring Manager,

I am excited to apply for the Career Change Brand Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in consumer insights and a passion for brand strategy, I am eager to leverage my skills to drive brand development and foster meaningful connections with your customers.

In my previous role as a Marketing Strategist at Innovate Solutions, I successfully led a cross-functional team to revamp our product line, resulting in a 30% increase in market share within just one year. By conducting extensive market research and consumer surveys, I identified key trends and preferences that informed our branding strategy. This initiative not only enhanced our brand perception but also significantly boosted customer loyalty, illustrated by a 25% increase in repeat purchases.

Additionally, during my tenure at Creative Brands Inc., I spearheaded a digital marketing campaign that integrated social media engagement and influencer partnerships, achieving a 50% growth in online brand awareness. By analyzing metrics and adjusting our approach in real-time, we were able to generate an unprecedented level of interaction and excitement around our new product launch. I am confident that my innovative approach to brand management and my data-driven mindset will contribute positively to Acme Corporation's growth and brand presence.

I am truly excited about the opportunity to contribute to your team and share my vision for brand success at Acme Corporation. I welcome the chance to discuss how my background and skills align with your needs. Thank you for considering my application.

Sincerely,

Jordan Taylor