

# Jordan Avery Thompson

January 16, 2026

Acme Corporation

RE: Career Change Brand Strategist

Dear Hiring Manager,

I am writing to express my enthusiasm for the Career Change Brand Strategist position at Acme Corporation, as advertised on LinkedIn. With a strong background in marketing and a passion for brand development, I am eager to leverage my skills to help elevate Acme's brand strategy in this transformative phase. The opportunity to contribute to a company renowned for its innovative approach truly excites me.

In my previous role as a Marketing Manager at XYZ Solutions, I successfully led a rebranding initiative that resulted in a 30% increase in brand recognition within six months. By conducting thorough market research and collaborating with cross-functional teams, I was able to develop a cohesive brand message that resonated with our target audience. Additionally, I implemented a social media campaign that boosted engagement by 50%, driving traffic to our website and increasing lead generation significantly. These experiences have equipped me with the strategic mindset and analytical skills necessary for a successful transition to the role of Brand Strategist.

I am particularly drawn to the challenge of guiding individuals through their career transitions, and I believe that my background in both marketing and career coaching aligns well with the objectives of this position. I am excited about the possibility of applying my expertise to develop compelling brand narratives that not only attract top talent but also resonate deeply with candidates seeking meaningful career changes. I would be thrilled to further discuss how my experience and vision align with Acme Corporation's goals.

Thank you for considering my application. I look forward to the opportunity to discuss my candidacy further and explore how I can contribute to the success of Acme Corporation as a Career Change Brand Strategist.

Sincerely,

Jordan Avery Thompson