

# Jordan McKenzie

January 16, 2026

Acme Corporation

RE: Career Change Content Marketing Manager

Dear Hiring Manager,

I am excited to apply for the Career Change Content Marketing Manager position at Acme Corporation, which I discovered on LinkedIn. With a strong background in digital marketing and a passion for creating engaging content, I am eager to leverage my skills and experiences to contribute to your team and help amplify Acme's brand presence in the market.

In my previous role as a Digital Marketing Specialist at XYZ Company, I successfully led a content strategy that increased our website traffic by 60% over six months. By implementing targeted SEO tactics and developing a series of compelling blog posts and multimedia content, I not only enhanced user engagement but also significantly improved our lead generation efforts. Additionally, I spearheaded a social media campaign that resulted in a 40% growth in our followers across platforms and a 25% increase in conversion rates, proving my ability to drive results through effective content marketing strategies.

I am particularly drawn to Acme Corporation's innovative approach and commitment to excellence. I believe that my unique perspective, combined with my experience in various aspects of digital marketing, would make me a valuable asset to your team. I am eager to bring my skills in content creation, analytics, and strategic planning to contribute to your marketing initiatives.

I would love the opportunity to discuss how my background and enthusiasm for content marketing align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan McKenzie