

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Career Change Copywriter

Dear Hiring Manager,

I am excited to apply for the Career Change Copywriter position at Acme Corporation, which I discovered on LinkedIn. As a passionate communicator with a diverse background in marketing and content development, I am eager to leverage my skills in a new capacity and contribute to your team's success in creating compelling narratives that resonate with your audience.

In my previous role as a Marketing Coordinator at XYZ Enterprises, I successfully spearheaded a campaign that resulted in a 30% increase in lead generation within six months. By crafting targeted email content and optimizing social media messaging, I was able to engage new customers and significantly enhance our online presence. Additionally, while volunteering for a local non-profit, I developed a series of impactful fundraising letters that not only exceeded our financial goals by 25% but also helped raise awareness for our cause. These experiences have honed my ability to write persuasive copy tailored to specific audiences and objectives.

I am particularly drawn to Acme Corporation due to its commitment to innovation and creativity in a fast-paced industry. I am eager to bring my expertise in storytelling, brand messaging, and audience engagement to your team. I would love the opportunity to discuss how my background and skills align with the goals of your organization further. Thank you for considering my application. I look forward to the possibility of contributing to Acme Corporation as a Career Change Copywriter.

Sincerely,

Jordan Smith