

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Career Change Digital Marketing Manager

Dear Hiring Manager,

I am excited to apply for the Career Change Digital Marketing Manager position at Acme Corporation, as advertised on LinkedIn. With a solid background in project management and a growing passion for digital marketing, I am eager to leverage my skills and experiences to contribute to your team and help drive innovative marketing strategies.

In my previous role as a Project Coordinator at XYZ Solutions, I was responsible for managing cross-functional teams and executing marketing campaigns that increased client engagement by 30%. I initiated the use of data analytics tools to track campaign performance, which not only improved our reporting efficiency but also provided actionable insights that led to a 25% boost in conversion rates. Furthermore, I successfully organized a digital outreach program that expanded our online presence, resulting in a 40% increase in social media followers and generating significant buzz around our brand.

I have completed several digital marketing certifications, including Google Analytics and HubSpot Inbound Marketing, which have equipped me with the latest strategies and tools to excel in this field. My project management experience, combined with my commitment to continuous learning in digital marketing, positions me uniquely to contribute effectively to Acme Corporation. I am particularly drawn to your company's innovative approach to marketing and commitment to customer engagement, and I believe my fresh perspective can add value to your team.

I would love the opportunity to discuss how my background and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of speaking with you soon.

Sincerely,

Jordan Taylor