

# Jordan Alexander Smith

January 16, 2026

Acme Corporation

RE: Career Change Email Marketing Specialist

Dear Hiring Manager,

I am excited to apply for the Career Change Email Marketing Specialist position at Acme Corporation, as advertised on LinkedIn. With a passion for digital marketing and a solid background in content creation and customer engagement, I am eager to transition into a role where I can leverage my skills to contribute to your team. Acme's commitment to innovative marketing solutions and customer-centric approaches resonates with my professional values, making this opportunity particularly appealing to me.

In my previous role as a Content Manager at Creative Solutions, I successfully executed an email marketing campaign that increased customer engagement by 40% over three months. By analyzing audience data and tailoring content specifically to their needs, I was able to improve the open rates significantly and reduce unsubscribe rates by 15%. Additionally, I collaborated closely with the design team to create visually compelling newsletters that aligned with our brand's voice, resulting in a 25% increase in click-through rates. These experiences have equipped me with a strong understanding of effective email marketing strategies and the importance of data-driven decision-making.

Furthermore, during my time as a Marketing Coordinator, I spearheaded a project to integrate customer feedback into our email outreach, which not only improved our messaging but also fostered a stronger relationship with our audience. By implementing A/B testing for subject lines and content formats, I was able to identify what resonated best with our subscribers, leading to a 30% increase in conversion rates for our promotional campaigns. I am eager to bring this analytical mindset and creative approach to Acme Corporation, helping to enhance your email marketing efforts and drive measurable results.

I am enthusiastic about the possibility of discussing how my background, skills, and passion for email marketing can contribute to the success of Acme Corporation. Thank you for considering my application. I look forward to the opportunity to further discuss my fit for this exciting role.

Sincerely,

Jordan Alexander Smith