

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Career Change Growth Marketer

Dear Hiring Manager,

I am excited to apply for the Career Change Growth Marketer position at Acme Corporation, which I discovered on LinkedIn. With a strong background in digital marketing and a proven track record of driving growth through innovative strategies, I am eager to leverage my skills in a new direction that aligns with my passion for helping brands evolve and thrive in competitive markets.

In my previous role as a Digital Marketing Specialist at XYZ Company, I spearheaded a comprehensive content marketing campaign that led to a 150% increase in organic traffic within six months. By analyzing user behavior and optimizing our SEO strategy, I was able to significantly enhance our online visibility and engagement. Additionally, I developed and implemented a targeted email marketing initiative that improved our conversion rate by 40%, showcasing my ability to turn insights into actionable strategies that drive measurable results.

Throughout my career, I have consistently prioritized data-driven decision-making and creative problem-solving. I led a cross-functional team to launch a social media campaign that not only increased brand awareness by 60% but also contributed directly to a 25% growth in sales over just one quarter. These experiences have equipped me with the skills necessary to understand market dynamics and consumer needs, making me well-suited for the challenges of a Growth Marketer.

I am eager to bring my expertise in digital marketing and growth strategies to Acme Corporation and would love the opportunity to discuss how I can contribute to your team. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity further.

Sincerely,

Jordan Smith