

# Jordan Taylor

January 16, 2026

Acme Corporation

RE: Career Change Marketing Analyst

Dear Hiring Manager,

I am writing to express my enthusiasm for the Career Change Marketing Analyst position at Acme Corporation, as advertised on LinkedIn. With a strong background in data analysis and project management, I am excited to transition into a marketing-focused role where I can leverage my skills to contribute to your team's success. Acme's commitment to innovative marketing strategies aligns perfectly with my passion for data-driven decision-making and consumer insights.

In my previous role as a Data Analyst at XYZ Solutions, I led a project that increased customer retention by 30% through detailed analysis of customer feedback and purchasing behavior. By implementing targeted marketing campaigns based on these insights, I successfully collaborated with the marketing team to refine our messaging and improve customer engagement. Moreover, my ability to present complex data in an understandable format helped the team gain buy-in from stakeholders and implement strategies that drove significant growth.

Additionally, while volunteering for a local nonprofit, I developed and executed a social media campaign that raised awareness and increased donations by 50% within three months. By analyzing engagement metrics and adjusting our approach in real-time, I was able to maximize our outreach and connect with a broader audience. This hands-on experience reinforced my desire to pursue a career in marketing analytics, where I can apply my analytical skills to drive impactful marketing initiatives.

I am eager to bring my analytical mindset and proven track record to Acme Corporation as a Career Change Marketing Analyst. I would welcome the opportunity to discuss how my background and skills align with the needs of your team. Thank you for considering my application; I look forward to the possibility of contributing to your exciting projects.

Sincerely,

Jordan Taylor