

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Career Change Media Buyer

Dear Hiring Manager,

I am excited to apply for the Career Change Media Buyer position at Acme Corporation, which I discovered on your company website. With a passion for strategic marketing and a keen understanding of consumer behavior, I am eager to bring my diverse background to your innovative team. My experience in project management and digital marketing has equipped me with the unique skills necessary to excel in this role and contribute to your company's success.

In my previous role as a Marketing Analyst at XYZ Company, I successfully led a team initiative that increased our social media engagement by 150% over six months. By using data analytics to identify key audience segments, we were able to tailor our messaging and target campaigns effectively. This effort not only boosted our online presence but also contributed to a 20% increase in lead generation. Additionally, I managed a budget of \$250,000 for various marketing campaigns, ensuring optimum allocation of resources, which resulted in a 35% return on investment. This hands-on experience in budget management and data-driven decision-making aligns perfectly with the requirements for the Media Buyer position.

I am particularly drawn to Acme Corporation's commitment to innovative advertising solutions and its reputation for fostering creativity in the workplace. I am eager to leverage my analytical skills and marketing background to drive successful media strategies and contribute to the growth of your esteemed client portfolio. I would love the opportunity to discuss how my skills and experiences align with your needs further. Thank you for considering my application, and I look forward to the possibility of contributing to your dynamic team.

Sincerely,

Jordan Smith