

Jordan A. Thompson

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Acme Corporation

RE: Career Change Print Designer

Dear Hiring Manager,

I am excited to apply for the Career Change Print Designer position at Acme Corporation, which I discovered on LinkedIn. With a strong passion for design and a background in marketing, I am eager to transition into a role that allows me to blend my creative skills with my strategic experience. Acme's commitment to innovation and quality in print design truly resonates with me, and I am enthusiastic about the opportunity to contribute to your team.

In my previous role as a Marketing Specialist, I successfully led a campaign that involved designing print materials which increased our client engagement by 35%. I collaborated closely with graphic designers to create brochures and posters that not only captured the essence of our brand but also drove significant customer interest. Additionally, I undertook a project where I rebranded our product packaging, resulting in a 20% increase in sales within the first quarter of the launch. These experiences have honed my ability to understand the nuances of print design, allowing me to think critically about how design impacts consumer behavior.

I am particularly drawn to Acme Corporation because of your emphasis on sustainable design practices. I have been involved in several initiatives that prioritized eco-friendly materials in our print projects, which not only reduced waste but also enhanced our brand's reputation for sustainability. I am eager to bring this perspective to your team and contribute to Acme's mission of producing environmentally responsible designs.

I would love the opportunity to further discuss how my background in marketing and passion for design can align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of contributing to your team and helping to create impactful print designs.

Sincerely,

Jordan A. Thompson