

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Career Change Seo Specialist

Dear Hiring Manager,

I am writing to express my enthusiasm for the Career Change SEO Specialist position at Acme Corporation, as advertised on LinkedIn. With a keen interest in digital marketing and a strong background in data analysis, I am excited about the opportunity to contribute to your team and help enhance your online presence.

In my previous role as a Marketing Analyst at XYZ Solutions, I successfully spearheaded an initiative that increased organic search traffic by 40% over six months through targeted keyword optimization and content strategy development. By utilizing tools such as Google Analytics and SEMrush, I identified high-potential keywords and implemented strategies that led to a significant improvement in our search rankings. Additionally, I collaborated closely with the content team to create SEO-friendly articles that not only attracted more visitors but also increased engagement rates by 25%.

Moreover, I completed a certification in SEO through the Digital Marketing Institute, where I learned advanced techniques for on-page and off-page optimization, link building, and technical SEO. This formal training, combined with my analytical skills, positions me uniquely for the Career Change SEO Specialist role, as I am adept at translating data into actionable insights that drive results.

I am eager to further discuss how my skills and experiences align with the goals of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your esteemed company.

Sincerely,

Jordan Taylor