

Jordan M. Thompson

January 16, 2026

Acme Corporation

RE: Career Change Social Media Manager

Dear Hiring Manager,

I am excited to apply for the Career Change Social Media Manager position at Acme Corporation, which I discovered on LinkedIn. With a rich background in digital marketing and a passion for storytelling through social media, I am eager to bring my skills and enthusiasm to your innovative team. Acme Corporation's commitment to creativity and community engagement aligns perfectly with my career aspirations, and I am thrilled at the possibility of contributing to your brand's success.

In my previous role as a Marketing Coordinator at XYZ Solutions, I successfully spearheaded a social media campaign that increased our engagement rates by over 150% in just three months. By analyzing audience behavior and implementing targeted content strategies, I was able to craft messages that resonated with our audience, leading to a 35% rise in overall website traffic. Additionally, I developed a monthly content calendar that not only streamlined our posting schedule but also ensured a cohesive brand voice across platforms, resulting in a 40% increase in follower growth.

Furthermore, I have a proven track record in collaborating with cross-functional teams to produce high-quality multimedia content. For instance, I led a project that involved creating a series of video tutorials for our products, which received over 20,000 views within the first week of launch. This initiative not only showcased our expertise but also significantly enhanced customer engagement, illustrating my ability to leverage social media effectively to drive business goals.

I am eager to explore how my background in digital marketing and my passion for social media can contribute to the continued success of Acme Corporation. I would love the opportunity to discuss my application further and thank you for considering my candidacy. I look forward to the possibility of working together to elevate your brand's social media presence.

Sincerely,

Jordan M. Thompson