

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Career Change Visual Merchandiser

Dear Hiring Manager,

I am writing to express my enthusiasm for the Career Change Visual Merchandiser position at Acme Corporation, which I discovered on LinkedIn. With a background in creative marketing and a passion for visual storytelling, I am excited about the opportunity to contribute to your team and help bring the Acme brand to life through innovative merchandising strategies.

In my previous role as a Marketing Coordinator at Bright Ideas Marketing, I successfully led a project that revamped our retail displays, resulting in a 30% increase in foot traffic and a 20% boost in sales within three months. By analyzing customer behavior and collaborating with cross-functional teams, I developed engaging visual concepts that resonated with our target audience. Additionally, I spearheaded a seasonal campaign that highlighted product features through eye-catching displays, earning recognition from management for my ability to blend creativity with strategy.

I am particularly drawn to Acme Corporation's commitment to quality and innovation. I believe my experience in creating compelling visuals aligns well with your mission to engage customers effectively in-store. I am eager to bring my skills in design, trend analysis, and consumer engagement to your dynamic merchandising team. I look forward to the possibility of discussing how I can contribute to Acme Corporation's continued success and elevate your visual merchandising efforts.

Thank you for considering my application. I am excited about the potential of working together and would love the opportunity to discuss my application in further detail.

Sincerely,

Jordan Taylor