

Jordan Smith

January 16, 2026

Acme Corporation

RE: Career Change Wordpress Developer

Dear Hiring Manager,

I am excited to apply for the Career Change Wordpress Developer position at Acme Corporation, as advertised on LinkedIn. With a passion for web development and a solid foundation in programming, I am eager to bring my unique perspective and skills to your innovative team while transitioning into this dynamic role.

In my previous role as a digital marketing specialist, I successfully led the redesign of our company's website using WordPress. This project not only enhanced user experience but also resulted in a 35% increase in site traffic and a 20% boost in conversion rates within three months. I leveraged my understanding of HTML, CSS, and PHP to integrate custom themes and plugins, ensuring the site was both visually appealing and functional. Additionally, I collaborated with cross-functional teams to implement SEO strategies that improved our search engine rankings, further driving organic traffic to the site.

I have also taken the initiative to expand my technical skills by completing several online courses in web development, focusing specifically on WordPress. I developed a personal portfolio site showcasing my projects, where I utilized responsive design principles to ensure optimal performance across various devices. This hands-on experience, combined with my background in digital marketing, allows me to approach web development with a unique understanding of user engagement and content strategy.

I am enthusiastic about the opportunity to contribute to Acme Corporation and would welcome the chance to discuss how my skills and experiences align with the goals of your team. Thank you for considering my application. I look forward to the possibility of working together to create outstanding web solutions.

Sincerely,

Jordan Smith