

Jordan M. Thompson

January 16, 2026

Acme Corporation
RE: Content Strategist

Dear Hiring Manager,

I am excited to apply for the Content Strategist position at Acme Corporation, as advertised on LinkedIn. With a robust background in digital marketing and content development, I am eager to contribute my skills to help Acme enhance its brand narrative and engage its audience effectively.

In my previous role at Creative Solutions Inc., I successfully led a team that revamped our content strategy, resulting in a 40% increase in organic traffic within six months. By implementing data-driven insights to tailor our messaging and optimizing our content across multiple platforms, we not only boosted visibility but also improved user engagement metrics significantly. Additionally, I spearheaded a comprehensive content audit that identified gaps in our existing material, allowing us to create targeted campaigns that resonated with our audience segments, ultimately leading to a 25% increase in lead generation.

Furthermore, my experience in collaborating with cross-functional teams has honed my ability to align content initiatives with overarching business goals. At my last organization, I worked closely with product and design teams to develop content that not only informed but also inspired our users, directly contributing to a 15% increase in customer retention rates. I am confident that my strategic approach and passion for storytelling will be an asset to Acme Corporation in furthering its mission.

I am enthusiastic about the opportunity to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your innovative team.

Sincerely,

Jordan M. Thompson