

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Entry Level Brand Strategist

Dear Hiring Manager,

I am excited to apply for the Entry Level Brand Strategist position at Acme Corporation, as advertised on your careers page. With a strong passion for brand development and a solid foundation in marketing principles, I am eager to contribute to your innovative team and help elevate Acme's brand presence in the market.

During my internship at XYZ Marketing Agency, I played a key role in a project for a local startup, which included conducting market research and analyzing customer personas. This initiative not only led to a 25% increase in their social media engagement but also provided actionable insights that helped refine their brand messaging. Additionally, while working on my senior capstone project, I collaborated with a team to develop a comprehensive branding strategy for a nonprofit organization. We successfully launched a campaign that increased their donor retention rate by 30% over six months. These experiences honed my analytical skills and fueled my desire to build compelling brand narratives that resonate with diverse audiences.

I am particularly drawn to Acme Corporation's commitment to innovation and community engagement, and I believe my creative and strategic mindset aligns well with your mission. I would love the opportunity to discuss how my background in marketing and my enthusiasm for brand strategy could contribute to your team. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity further.

Sincerely,

Jordan Taylor