

# Jordan Lee Smith

January 16, 2026

Acme Corporation

RE: Entry Level Content Strategist

Dear Hiring Manager,

I am excited to apply for the Entry Level Content Strategist position at Acme Corporation, which I discovered on LinkedIn. With a strong passion for creating engaging content and a deep understanding of digital marketing principles, I am eager to contribute to your team and help elevate your brand's online presence.

During my internship at Bright Ideas Marketing, I successfully developed a content calendar that increased social media engagement by 30% over three months. By analyzing audience insights and tailoring our messaging accordingly, I was able to drive user interactions and expand our reach. Furthermore, I contributed to a blog series that not only informed our readers but also boosted organic traffic by 25% through effective SEO strategies. These experiences honed my ability to create targeted content that resonates with diverse audiences and meets business objectives.

Additionally, I co-led a project in my final year at university, where I collaborated with a team to produce a comprehensive content strategy for a local non-profit organization. This initiative not only benefited the organization by enhancing their outreach efforts but also provided me with hands-on experience in audience research, content mapping, and performance analysis. I learned the importance of aligning content with strategic goals and measuring its impact over time.

I am enthusiastic about the opportunity to further discuss how my skills and experiences align with the needs of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your dynamic team.

Sincerely,

Jordan Lee Smith