

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Entry Level Performance Marketer

Dear Hiring Manager,

I am excited to apply for the Entry Level Performance Marketer position at Acme Corporation, as advertised on LinkedIn. With a strong foundation in digital marketing and a passion for data-driven strategies, I am eager to contribute to your team and help drive performance while gaining valuable experience in a dynamic environment.

While completing my Bachelor's degree in Marketing at State University, I had the opportunity to intern at XYZ Digital Agency, where I developed a targeted social media campaign for a local non-profit. This campaign increased their engagement by over 150% in just three months and helped raise over \$10,000 for their cause. In another project, I conducted a comprehensive analysis of our email marketing performance, identifying key insights that led to a 30% increase in open rates and a 20% increase in click-through rates. These experiences ignited my passion for performance marketing and demonstrated the tangible impact of data-driven decision-making.

I am particularly drawn to Acme Corporation because of your innovative approach to performance marketing and commitment to leveraging analytics for growth. I am eager to bring my analytical skills, creativity, and enthusiasm for digital marketing to your team. I would appreciate the opportunity to discuss how my background and skills align with the goals of your marketing department. Thank you for considering my application, and I look forward to the possibility of contributing to Acme Corporation.

Sincerely,

Jordan Smith