

# Jordan M. Taylor

January 16, 2026

Acme Corporation

RE: Entry Level Ppc Specialist

Dear Hiring Manager,

I am writing to express my enthusiasm for the Entry Level PPC Specialist position at Acme Corporation, which I found listed on LinkedIn. With a strong foundation in digital marketing and a keen interest in pay-per-click advertising, I am excited about the opportunity to contribute to your team and help drive successful campaigns for your clients.

During my recent internship at Digital Marketing Solutions, I successfully managed a Google Ads campaign for a local retail client, which resulted in a 25% increase in online sales over three months. I conducted thorough keyword research and A/B testing on ad copy, leading to a 15% improvement in click-through rates. Additionally, I collaborated with the analytics team to analyze campaign performance and optimize budgets, ensuring our strategies were data-driven and effective. This experience has equipped me with practical skills in PPC management and a solid understanding of performance metrics.

I am particularly drawn to Acme Corporation because of your innovative approach to digital marketing and your commitment to delivering measurable results for clients. I am eager to bring my analytical skills and passion for PPC to your team and contribute to the success of your campaigns. I am excited about the prospect of discussing how my background and skills align with the goals of Acme Corporation.

Thank you for considering my application. I look forward to the opportunity to discuss my candidacy further and explore how I can contribute to the growth of your PPC initiatives.

Sincerely,

Jordan M. Taylor