

Jordan Smith

January 16, 2026

Acme Corporation

RE: Entry Level Sem Specialist

Dear Hiring Manager,

I am excited to apply for the Entry Level SEM Specialist position at Acme Corporation, as advertised on your careers page. With a strong foundation in digital marketing and a keen interest in search engine marketing, I believe that my skills and enthusiasm make me an excellent fit for your team. I am particularly drawn to Acme Corporation's commitment to innovative marketing solutions, and I am eager to contribute to your ongoing success.

During my internship at XYZ Marketing Agency, I successfully assisted in managing multiple client SEM campaigns, which resulted in a 30% increase in overall click-through rates for our clients within just three months. By conducting keyword research and optimizing ad copy, I was able to help improve the relevance of ads, ultimately leading to a higher conversion rate. Additionally, I implemented A/B testing strategies that provided valuable insights into ad performance, which contributed to more data-driven decision-making in our campaigns.

Furthermore, I completed a comprehensive project during my Digital Marketing certification, where I developed a SEM strategy for a local business. This involved analyzing competitors, identifying target keywords, and creating a budget plan that maximized ROI. My efforts resulted in a 25% reduction in cost-per-click and a significant boost in the business's online visibility. I am confident that these experiences have equipped me with the analytical skills and creativity necessary to excel in the Entry Level SEM Specialist role.

I am eager to discuss how my background, skills, and enthusiasm align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of contributing to your dynamic team and am excited about the opportunity to further discuss my fit for this position.

Sincerely,

Jordan Smith