

# Jordan Taylor

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Brand Designer

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time Brand Designer position at Acme Corporation, as advertised on LinkedIn. With a strong background in brand development and visual storytelling, I have honed my skills in creating compelling brand identities that resonate with target audiences. The opportunity to contribute to a dynamic team like yours is truly inspiring, and I believe my experience aligns perfectly with your needs.

During my freelance career, I successfully collaborated with a diverse range of clients, including a tech startup and an eco-friendly apparel brand. For the tech startup, I led a comprehensive rebranding project that included logo design, website overhaul, and marketing collateral, resulting in a 35% increase in user engagement within the first three months post-launch. For the eco-friendly brand, I crafted a visual identity that highlighted their sustainable values, which not only boosted their online presence but also doubled their social media following in six months. These experiences have equipped me with a deep understanding of how to create brands that not only look good but also tell a story and connect emotionally with consumers.

I am particularly drawn to Acme Corporation's commitment to innovation and excellence in design. I am eager to bring my expertise in brand strategy and visual design to your team and help elevate your brand to new heights. I would love the opportunity to discuss how my background and skills can contribute to the exciting projects at Acme Corporation. Thank you for considering my application. I look forward to the possibility of working together.

Sincerely,

Jordan Taylor