

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Brand Strategist

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time Brand Strategist position at Acme Corporation, which I discovered on LinkedIn. With a proven track record of transforming brand narratives and driving engagement through strategic initiatives, I believe my skills align perfectly with the innovative approach that Acme is known for.

During my freelance career, I successfully rebranded a mid-sized tech company, resulting in a 40% increase in website traffic and a 30% boost in customer engagement across social media platforms within six months. By conducting thorough market research and utilizing data analytics, I identified key consumer insights that informed a new brand positioning strategy. Additionally, I collaborated with cross-functional teams to launch a campaign that not only enhanced brand visibility but also generated a 25% increase in sales during the campaign period.

I am particularly drawn to this position at Acme Corporation because of your commitment to pushing creative boundaries and fostering an inclusive brand voice. I am eager to bring my expertise in brand strategy and my passion for storytelling to your team. I am confident that my background in both freelance and collaborative environments will allow me to contribute effectively to your objectives.

I look forward to the opportunity to discuss how my experience and vision for brand strategy can align with the goals of Acme Corporation. Thank you for considering my application.

Sincerely,

Jordan Lee Thompson