

Jordan Taylor

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Acme Corporation

RE: Freelance To Full Time Email Marketing Specialist

Dear Hiring Manager,

I am thrilled to apply for the Freelance To Full Time Email Marketing Specialist position at Acme Corporation, which I discovered on LinkedIn. The opportunity to contribute to a forward-thinking company like yours aligns perfectly with my experience and passion for strategic email marketing. I am excited about the possibility of bringing my freelance expertise into a full-time role to help elevate Acme's email campaigns.

During my freelance career, I successfully managed email marketing strategies for several clients, achieving notable results. For instance, I spearheaded a campaign for a mid-sized e-commerce company that increased their open rates by 30% and boosted click-through rates by 25% within just three months. By analyzing audience behavior and segmenting their email list effectively, I was able to tailor content that resonated with specific customer profiles. Additionally, I developed A/B testing protocols that optimized subject lines and content layouts, ultimately enhancing user engagement and conversion rates.

Moreover, I have extensive experience with various email marketing platforms, including Mailchimp and HubSpot, which I utilized to create automated workflows that nurtured leads and drove sales. One particular project involved creating a comprehensive welcome series for a SaaS client, which resulted in a 40% increase in trial sign-ups over six weeks. These achievements reflect my commitment to using data-driven insights to craft compelling email campaigns that not only engage but also convert.

I am eager to discuss how my skills and achievements align with the goals of Acme Corporation. I am confident that my background in email marketing combined with my proactive approach will make a significant impact on your team. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity further.

Sincerely,

Jordan Taylor