

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Media Buyer

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time Media Buyer position at Acme Corporation, which I discovered on LinkedIn. With over five years of experience in digital media buying, I am eager to bring my expertise in strategic planning and data-driven decision making to your team. The opportunity to contribute to a company known for its innovative approach to marketing is incredibly appealing to me.

In my previous freelance roles, I successfully managed advertising budgets exceeding \$500,000, optimizing campaigns across various platforms including Google Ads and Facebook Ads. One of my most notable achievements was a campaign I developed for a tech startup that resulted in a 300% increase in ROI within three months. By leveraging data analytics and A/B testing, I was able to identify and target key demographics, significantly enhancing the overall performance of the campaigns. Additionally, I have collaborated with cross-functional teams to integrate media strategies with broader marketing objectives, leading to a cohesive brand message that resonates with audiences.

I am particularly drawn to this position at Acme Corporation because of your commitment to innovation and results-driven marketing strategies. I would love the opportunity to discuss how my skills in media buying and my experience with diverse clients can contribute to your team's success. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity further.

Sincerely,

Jordan Taylor