

# Jordan Anderson

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Performance Marketer

Dear Hiring Manager,

I am thrilled to apply for the Freelance To Full Time Performance Marketer position at Acme Corporation, which I discovered on LinkedIn. With a proven track record of driving growth through data-driven marketing strategies, I am excited about the opportunity to contribute to your team and help further Acme's mission.

In my recent freelance role, I successfully managed a multi-channel digital marketing campaign for a tech startup that resulted in a 40% increase in lead generation over a three-month period. By optimizing our Google Ads strategy and implementing A/B testing on our landing pages, I was able to significantly reduce our cost per acquisition while enhancing user engagement. Additionally, I collaborated closely with the content team to develop targeted SEO strategies that improved organic search visibility, leading to a 50% growth in website traffic year-over-year.

I am particularly drawn to Acme Corporation due to your commitment to innovation and excellence in performance marketing. I am eager to bring my expertise in analytics and conversion optimization to your team. I believe that my experience in adapting marketing strategies to meet the evolving needs of clients aligns perfectly with the goals of Acme, and I would love the opportunity to discuss how I can contribute to your success in a full-time capacity. Thank you for considering my application.

Sincerely,

Jordan Anderson