

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Ppc Specialist

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time PPC Specialist position at Acme Corporation, which I discovered on LinkedIn. With over five years of experience in PPC campaign management and a proven track record of driving significant ROI for my clients, I am eager to bring my skills to your esteemed company and contribute to your success.

In my previous freelance role, I successfully managed a multi-channel PPC strategy for an e-commerce client that resulted in a 150% increase in sales over six months. By optimizing keyword targeting and implementing A/B testing for ad creatives, I was able to lower the cost per acquisition by 30%. This hands-on experience has equipped me with the ability to analyze data effectively and make informed decisions quickly, ensuring optimal campaign performance.

Additionally, while collaborating with a local startup, I designed and executed a Google Ads campaign that achieved a 200% boost in website traffic within just three months. My approach included leveraging advanced targeting techniques and continuously refining ad copy based on performance metrics. These projects have not only sharpened my analytical skills but also reinforced my commitment to delivering results-driven strategies.

I am deeply impressed by Acme Corporation's innovative approach to digital marketing, and I am enthusiastic about the possibility of contributing to your team's success. I would welcome the opportunity to discuss how my expertise in PPC can help drive Acme's growth. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan Smith