

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Sem Specialist

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time SEM Specialist position at Acme Corporation, which I discovered on LinkedIn. With a solid background in search engine marketing and a proven track record of driving online visibility and revenue growth, I am eager to bring my expertise to your innovative team.

In my recent freelance role, I successfully managed SEM campaigns for multiple clients across diverse industries, resulting in an average ROI increase of 150% over six months. For instance, I led a comprehensive keyword strategy for a local retail client, optimizing their Google Ads campaigns, which resulted in a 30% decrease in cost-per-click while simultaneously boosting their conversion rate by 40%. Additionally, I implemented A/B testing for ad creatives, refining the messaging based on performance analytics that contributed to a 25% rise in overall engagement.

I am particularly drawn to Acme Corporation because of its commitment to leveraging data-driven strategies for digital marketing. I believe my analytical skills and hands-on experience with SEM tools such as Google Ads and Bing Ads would make me a valuable addition to your team. I am excited about the opportunity to collaborate with your talented professionals to create impactful marketing strategies and enhance client satisfaction.

I look forward to the possibility of discussing how my background, skills, and enthusiasms align with the needs of Acme Corporation. Thank you for considering my application.

Sincerely,

Jordan Smith