

Jordan A. Thompson

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Acme Corporation

RE: Internship Content Strategist

Dear Hiring Manager,

I am excited to apply for the Internship Content Strategist position at Acme Corporation, as advertised on your careers page. With a strong passion for content creation and strategic communication, I believe my background aligns well with the goals of your team. I am particularly drawn to Acme's commitment to innovative storytelling and audience engagement, and I am eager to contribute my skills to help enhance your content strategy.

During my time as a content intern at XYZ Media, I successfully managed a project that involved revamping their blog section. By conducting thorough audience research and analyzing engagement metrics, I was able to implement a content calendar that increased website traffic by 30% over three months. This experience honed my ability to craft targeted content that resonates with specific demographics, a skill I am excited to bring to Acme Corporation. Additionally, I collaborated with a team to launch a social media campaign that promoted our latest eBook, resulting in a 25% increase in downloads and significant growth in our online community. Through these experiences, I have developed a strong understanding of how to align content with strategic business objectives.

I am eager to explore how my background in content strategy and my innovative approach can contribute to the success of Acme Corporation. I look forward to the opportunity to discuss how I can support your team in creating impactful content that connects with your audience. Thank you for considering my application.

Sincerely,

Jordan A. Thompson