

Jordan Smith

January 16, 2026

Acme Corporation

RE: Internship Email Marketing Specialist

Dear Hiring Manager,

I am excited to apply for the Internship Email Marketing Specialist position at Acme Corporation, which I discovered through my university's career services portal. With a strong passion for digital marketing and a keen interest in email campaign strategies, I am eager to contribute to your team and help enhance your email marketing efforts.

During my time as a marketing intern at XYZ Agency, I successfully assisted in the development and execution of an email marketing campaign that increased our open rates by 25% over three months. I achieved this by implementing A/B testing strategies that optimized subject lines and content layouts based on audience segmentation. Additionally, I collaborated with the design team to create visually appealing templates that aligned with our brand and appealed to our target demographic.

Furthermore, I managed the weekly newsletter for my university's student organization, where I grew our subscriber list from 200 to 600 within one semester by utilizing engaging content and strategic social media promotions. This experience taught me the importance of analytics in driving engagement, as I regularly analyzed metrics to refine our approach and ensure the content resonated with our audience. I am excited about the opportunity to bring my skills in campaign management and data analysis to Acme Corporation.

I would love the opportunity to discuss how my background and enthusiasm for email marketing can contribute to the innovative projects at Acme Corporation. Thank you for considering my application; I look forward to the possibility of discussing this exciting internship with you.

Sincerely,

Jordan Smith