

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Internship Influencer Marketing Manager

Dear Hiring Manager,

I am excited to submit my application for the Internship Influencer Marketing Manager position at Acme Corporation, which I discovered on your careers page. As a passionate marketing student with a keen interest in influencer partnerships, I am eager to contribute my skills to your innovative team and help elevate your brand's influence in the market.

During my recent internship at XYZ Media, I successfully coordinated a campaign with a micro-influencer that increased our product visibility by 40% in just two weeks. I conducted extensive research to identify the right influencer, negotiated mutually beneficial terms, and monitored campaign performance using analytics tools. This experience not only honed my skills in influencer selection and negotiation but also taught me the importance of aligning brand values with influencer personas for authentic engagement.

Additionally, I led a university project where we partnered with local influencers to promote a charity event. By leveraging their social media reach, we increased attendance by 60% compared to the previous year. I developed a comprehensive marketing strategy that included content planning, outreach, and performance tracking, which resulted in a successful collaboration and raised significant funds for the cause. This hands-on experience solidified my understanding of the influencer marketing landscape and the impact of strategic partnerships.

I am eager to bring my background in marketing and my results-driven approach to the Internship Influencer Marketing Manager role at Acme Corporation. I look forward to the opportunity to discuss how my experiences and enthusiasm can contribute to your team. Thank you for considering my application.

Sincerely,

Jordan Smith