

Jordan Alex Thompson

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Acme Corporation

RE: Internship Media Buyer

Dear Hiring Manager,

I am writing to express my enthusiasm for the Internship Media Buyer position at Acme Corporation, which I discovered through LinkedIn. With a strong passion for media strategy and digital marketing, I am excited about the opportunity to contribute to your team and help drive impactful campaigns for your clients.

During my recent coursework in Marketing at State University, I successfully led a team project where we developed and executed a mock media buying campaign for a local non-profit organization. Utilizing data analytics and audience segmentation tools, we increased the organization's online engagement by 35% over a three-month period. This experience honed my ability to analyze campaign performance and adapt strategies in real-time, skills I am eager to bring to the Internship Media Buyer role at Acme Corporation.

Additionally, I completed an internship with XYZ Media, where I assisted in managing social media advertising campaigns. I collaborated with senior buyers to optimize ad placements across platforms such as Facebook and Google Ads, which resulted in a 20% decrease in cost-per-click and significantly improved ROI for the clients. These experiences have equipped me with a fundamental understanding of media buying principles, as well as the ability to work effectively in a fast-paced environment while maintaining attention to detail.

I am excited about the prospect of discussing how my background in media strategy and my analytical skills can contribute to the success of Acme Corporation. Thank you for considering my application; I look forward to the opportunity to speak with you further about this exciting internship.

Sincerely,

Jordan Alex Thompson