

# Jordan Mitchell

January 16, 2026

Acme Corporation

RE: Internship Ppc Specialist

Dear Hiring Manager,

I am excited to apply for the Internship PPC Specialist position at Acme Corporation, as advertised on your careers page. With a strong passion for digital marketing and a keen interest in pay-per-click advertising, I am eager to contribute my skills and enthusiasm to your team while gaining invaluable experience in a leading organization.

During my studies in Marketing at State University, I successfully managed a simulated PPC campaign as part of my coursework, where I achieved a 120% increase in click-through rates over a six-week period. This experience involved conducting keyword research, creating compelling ad copy, and utilizing A/B testing to optimize performance. Additionally, I interned with a local startup where I assisted in managing their Google Ads account, leading to a 30% decrease in cost-per-click and a noticeable improvement in overall conversion rates. My analytical skills allowed me to effectively monitor campaign performance and make data-driven decisions that significantly enhanced the return on investment.

I am particularly impressed by Acme Corporation's commitment to innovation and excellence in digital marketing. I am eager to leverage my knowledge of PPC strategies and my passion for data analysis to contribute to your team's success. I look forward to the possibility of discussing how my background, skills, and enthusiasm align with the goals of Acme Corporation.

Thank you for considering my application. I am enthusiastic about the opportunity to further discuss my fit for the Internship PPC Specialist role and how I can contribute to the continued success of Acme Corporation.

Sincerely,

Jordan Mitchell