

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Media Buyer

Dear Hiring Manager,

I am excited to apply for the Media Buyer position at Acme Corporation, which I discovered on your careers page. With a robust background in media planning and a deep understanding of digital marketing strategies, I am eager to contribute to your team and help drive successful advertising campaigns that engage your target audience effectively.

In my previous role at XYZ Media Group, I successfully managed media buying for a diverse portfolio of clients, overseeing an annual budget of over \$2 million. By implementing data-driven decision-making, I was able to optimize media placements, resulting in a 30% increase in return on ad spend for our key clients. Additionally, I spearheaded a cross-channel campaign that integrated digital, print, and social media, leading to a 25% growth in brand awareness for a major client within just six months. My analytical skills and attention to detail have consistently enabled me to identify trends and adjust strategies promptly, ensuring maximum impact and efficiency.

I am particularly impressed with Acme Corporation's commitment to innovative advertising solutions and would love the opportunity to discuss how my background and skills align with your goals. Thank you for considering my application; I look forward to the possibility of contributing to your team and achieving remarkable results together.

Sincerely,

Jordan Taylor