

Jordan Mitchell

January 16, 2026

Acme Corporation

RE: Ppc Specialist

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the PPC Specialist position at Acme Corporation, as advertised on LinkedIn. With a strong background in digital marketing and a passion for optimizing pay-per-click campaigns, I am excited about the opportunity to contribute to your team and drive measurable results for your clients.

In my previous role at XYZ Marketing Solutions, I successfully managed a diverse portfolio of PPC accounts, leading to an average ROI increase of 35% across all campaigns. By implementing data-driven strategies and conducting thorough keyword research, I was able to optimize ad spend effectively, reducing costs by 20% while maintaining high conversion rates. One campaign that stands out involved a targeted Google Ads initiative for a retail client, where my optimizations resulted in a 50% increase in sales during a promotional period. This experience has equipped me with the skills to analyze trends and make informed decisions that align with client goals.

Additionally, I played a key role in integrating new automation tools that streamlined our bidding process, which not only improved efficiency but also enhanced campaign performance. My proficiency in using platforms like Google Ads, Bing Ads, and SEMrush, combined with my analytical skills, has enabled me to deliver exceptional results consistently. I am confident that my expertise in PPC strategy and execution will greatly benefit Acme Corporation's clients and overall business objectives.

I am particularly drawn to Acme Corporation's commitment to innovation and excellence in digital marketing. I would love the opportunity to discuss how my background and skills align with the goals of your team. Thank you for considering my application; I look forward to the possibility of contributing to your esteemed company.

Sincerely,

Jordan Mitchell