

Jordan A. Thompson

January 16, 2026

Acme Corporation

RE: Promotion Architect

Dear Hiring Manager,

I am excited to apply for the Promotion Architect position at Acme Corporation, which I discovered on your careers page. With a strong background in marketing strategy and promotional design, I am eager to bring my skills to your innovative team and help drive creative and effective promotional campaigns that resonate with your target audience.

In my previous role at XYZ Marketing Agency, I led a cross-functional team in the development of a multi-channel promotional campaign for a major client, resulting in a 30% increase in customer engagement and a 25% boost in sales within just three months. My ability to analyze market trends and consumer behavior enabled us to tailor our messaging and optimize our promotional strategies effectively. Additionally, I spearheaded the implementation of a new digital marketing tool that streamlined our promotional processes, reducing campaign turnaround time by 40% and allowing us to allocate resources more efficiently.

I am particularly drawn to Acme Corporation's commitment to innovation and excellence in promotional design. I am eager to contribute my expertise in building impactful promotional materials and strategies that align with your brand values and objectives. I look forward to the possibility of discussing how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application.

Sincerely,

Jordan A. Thompson