

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Promotion Backend Developer

Dear Hiring Manager,

I am excited to apply for the Promotion Backend Developer position at Acme Corporation, as advertised on your careers page. With a strong background in backend development and a passion for optimizing promotional strategies, I am eager to contribute to your team and help enhance user engagement through innovative solutions.

In my previous role at Tech Innovations, I successfully spearheaded the development of an automated promotional campaign system that increased customer retention by 25% within six months. By implementing advanced data analytics and machine learning algorithms, I was able to personalize promotions based on user behavior, significantly improving the overall effectiveness of our marketing efforts. Additionally, I played a critical role in the migration of our backend infrastructure to a microservices architecture, which improved our system's scalability and reduced downtime by 30%. This experience has equipped me with the skills necessary to manage complex backend systems while ensuring they are optimized for promotional activities.

I am particularly drawn to Acme Corporation's commitment to leveraging technology for innovative marketing solutions. I admire your recent initiatives in enhancing customer experiences through targeted promotions. I am confident that my technical skills, combined with my proactive approach to problem-solving, will add value to your team. I look forward to the opportunity to discuss how I can contribute to the ongoing success of Acme Corporation and further develop my career in backend development.

Thank you for considering my application. I am enthusiastic about the possibility of discussing my candidacy in more detail and exploring how I can support your goals as a Promotion Backend Developer.

Sincerely,

Jordan Lee Thompson