

# Jordan Thompson

January 16, 2026

Acme Corporation

RE: Promotion Brand Designer

Dear Hiring Manager,

I am excited to apply for the Promotion Brand Designer position at Acme Corporation as advertised on LinkedIn. With a strong background in brand development and promotional design, I am eager to bring my creative skills and strategic insight to your team, particularly as I have long admired Acme's innovative approach to brand storytelling and consumer engagement.

In my previous role at Creative Solutions Inc., I successfully led a campaign for a new product launch that resulted in a 30% increase in brand awareness within the target demographic. By collaborating closely with the marketing team, I developed promotional materials that not only captured the brand's essence but also resonated deeply with consumers. Additionally, I spearheaded a redesign of our promotional assets, which streamlined our visual identity and contributed to a 20% increase in conversion rates across digital platforms. My ability to analyze market trends and consumer feedback has always allowed me to create designs that not only look great but also drive results.

I am particularly drawn to this role at Acme because of your commitment to pushing creative boundaries while maintaining authenticity in brand representation. I am eager to discuss how my background in creating compelling promotional designs can align with your goals and contribute to the success of your upcoming campaigns. Thank you for considering my application; I look forward to the opportunity to speak with you further about how I can bring my expertise to your team.

Sincerely,

Jordan Thompson