

# Jordan Alexander Smith

January 16, 2026

Acme Corporation

RE: Promotion Brand Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Brand Manager position at Acme Corporation, as advertised on LinkedIn. With a solid background in brand management and a proven track record of driving promotional strategies that enhance brand visibility and market share, I am eager to bring my expertise to your innovative team. Acme's commitment to creativity and quality aligns perfectly with my values and career aspirations.

In my previous role as Brand Coordinator at XYZ Inc., I successfully led a campaign that integrated both digital and traditional marketing channels, which resulted in a 40% increase in product awareness within six months. By leveraging data analytics, I was able to identify key demographics and tailor our messaging accordingly, ultimately boosting our customer engagement on social media by over 150%. Furthermore, I spearheaded a promotional event that increased in-store sales by 30%, successfully collaborating with cross-functional teams to ensure a cohesive brand experience from concept to execution.

I am particularly drawn to this opportunity at Acme Corporation because of your reputation for pushing industry boundaries and setting trends. I am eager to contribute my strategic thinking and creative problem-solving skills to develop compelling promotional strategies that resonate with your target audiences. I am confident that my hands-on experience and passion for brand development will allow me to make a significant impact on your team.

I would love the opportunity to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of contributing to your esteemed brand.

Sincerely,

Jordan Alexander Smith