

# Jordan McAllister

January 16, 2026

Acme Corporation

RE: Promotion Brand Strategist

Dear Hiring Manager,

I am thrilled to apply for the Promotion Brand Strategist position at Acme Corporation, as advertised on LinkedIn. With a strong background in brand marketing and promotion, I am excited about the opportunity to contribute to your innovative team and further elevate Acme's brand presence in the market.

In my previous role as a Brand Marketing Coordinator at XYZ Inc., I successfully led a promotional campaign that resulted in a 30% increase in product engagement over a six-month period. By conducting thorough market research and leveraging data analytics, I tailored our messaging to resonate with our target audience, resulting in significant growth in both brand awareness and sales. Additionally, I spearheaded a cross-channel marketing initiative that integrated social media, email marketing, and on-ground events, which not only enhanced our brand visibility but also fostered stronger customer relationships.

Moreover, I was instrumental in developing a new brand positioning strategy for a key product line, which included a comprehensive competitor analysis and stakeholder interviews. This strategic approach led to a remarkable 25% increase in customer loyalty, as evidenced by our subsequent NPS scores. My experience in collaborating with creative teams and external partners has equipped me with a unique perspective on how to blend creativity with data-driven insights, ensuring that promotional strategies are both innovative and effective.

I am eager to bring my expertise in promotion and brand strategy to Acme Corporation and help drive your brand's success. I look forward to the opportunity to discuss how my experience aligns with your needs and contribute to your team's goals. Thank you for considering my application.

Sincerely,

Jordan McAllister