

Jordan Mitchell

January 16, 2026

Acme Corporation

RE: Promotion Budget Analyst

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion Budget Analyst position at Acme Corporation, as advertised on your careers page. With a strong background in financial analysis and budget management, I am excited about the opportunity to contribute to your team and help optimize promotional spending to drive strategic initiatives.

In my previous role as a Financial Analyst at XYZ Ltd., I successfully managed an annual budget of over \$5 million for marketing campaigns. By implementing a new budgeting framework that aligned closely with our promotional goals, I was able to reduce costs by 15% while increasing the overall effectiveness of our promotional efforts. Additionally, I played a key role in a cross-functional project, where I collaborated with the marketing and sales departments to analyze the return on investment for various promotional activities. This initiative led to a 20% increase in sales during key promotional periods, showcasing my ability to translate financial data into actionable insights.

I am particularly impressed by Acme Corporation's commitment to innovation and excellence in marketing strategies. I am eager to bring my analytical skills and proven track record of budget optimization to your team. I believe my proactive approach and attention to detail align well with the goals of Acme Corporation.

Thank you for considering my application. I look forward to the opportunity to discuss how my expertise can contribute to the success of your promotional budgeting efforts. I am excited about the possibility of joining Acme Corporation and helping to drive impactful financial strategies.

Sincerely,

Jordan Mitchell