

# Jordan Taylor

January 16, 2026

Acme Corporation

RE: Promotion Business Analyst

Dear Hiring Manager,

I am excited to apply for the Promotion Business Analyst position at Acme Corporation, as advertised on your company's careers page. With a strong background in data analysis and marketing strategies, I am eager to contribute my skills to help drive effective promotional campaigns and enhance customer engagement at Acme.

In my previous role at XYZ Inc., I successfully led a project that analyzed customer purchase behavior, which resulted in the implementation of targeted promotional strategies that increased sales by 25% over a six-month period. By utilizing advanced analytical tools, I identified key segments within our customer base and recommended tailored promotions that resonated with each group. Additionally, I collaborated closely with the marketing team to develop a data-driven promotional calendar that optimized our outreach efforts, leading to a 40% improvement in customer response rates.

Furthermore, I played a pivotal role in developing an automated reporting system that streamlined the tracking of promotional effectiveness across various channels. This initiative not only saved our team countless hours in manual reporting but also enhanced our ability to make real-time adjustments to ongoing campaigns. I am particularly proud of this project as it empowered the team to make informed decisions quickly, resulting in a 15% increase in ROI for our promotional budget.

I am highly motivated by the opportunity to leverage my analytical expertise and collaborative approach to contribute to Acme Corporation's promotional initiatives. I would welcome the chance to discuss how my background, skills, and enthusiasms align with the goals of your team. Thank you for considering my application; I look forward to the possibility of further conversation.

Sincerely,

Jordan Taylor