

# Jordan Blake Thompson

January 16, 2026

Acme Corporation

RE: Promotion Change Manager

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion Change Manager position at Acme Corporation, which I discovered on LinkedIn. With over seven years of experience in change management and a solid track record of implementing successful promotional strategies, I am excited about the opportunity to contribute to your team and drive impactful change at Acme.

In my previous role at XYZ Industries, I spearheaded a comprehensive change initiative that revamped our promotional approach, leading to a 30% increase in product engagement within six months. By conducting thorough market analysis and collaborating closely with cross-functional teams, I developed targeted campaigns that resonated with our customers, improving both brand awareness and sales performance. Additionally, I led a project team that introduced a new customer feedback mechanism, which allowed us to iterate on promotional strategies based on real-time data, ultimately boosting customer satisfaction scores by 25%.

I am particularly impressed by Acme Corporation's commitment to innovation and excellence, and I am eager to bring my expertise in change management and strategic promotion to your esteemed organization. I believe my proactive approach and ability to adapt to rapidly changing environments will align well with your goals. I would love the opportunity to discuss how my background, skills, and enthusiasms can contribute to Acme's continued success in driving impactful promotional changes.

Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you further.

Sincerely,

Jordan Blake Thompson