

# Jordan Alex Thompson

January 16, 2026

Acme Corporation

RE: Promotion Communications Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Communications Manager position at Acme Corporation, as advertised on your careers page. With a robust background in integrated marketing communications and a passion for driving brand engagement, I am eager to contribute my expertise to your innovative team.

In my previous role at Innovative Marketing Solutions, I successfully spearheaded a multi-channel promotional campaign for a new product launch that resulted in a 40% increase in brand awareness and a 25% boost in sales within the first quarter. By leveraging social media platforms, targeted email outreach, and strategic partnerships, I was able to craft a cohesive message that resonated with our audience, ultimately exceeding our engagement goals by 30%. Additionally, I led a cross-functional team in developing a customer loyalty program that improved retention rates by 15%, utilizing data-driven insights to tailor our communications and enhance customer experience.

I am particularly drawn to this role at Acme Corporation because of your commitment to innovative marketing strategies that prioritize customer engagement and brand loyalty. I am eager to bring my experience in collaborative project management and creative problem-solving to your team, ensuring that every promotional effort aligns with Acme's brand values and objectives.

I would love the opportunity to discuss how my background, skills, and enthusiasms can contribute to the success of Acme Corporation's promotional efforts. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan Alex Thompson