

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Content Strategist

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Promotion Content Strategist position at Acme Corporation, as advertised on LinkedIn. With a robust background in digital marketing and a passion for content creation, I am excited about the opportunity to contribute to your dynamic team and help elevate Acme's brand presence through innovative promotional strategies.

In my previous role at XYZ Marketing Agency, I spearheaded a campaign for a major client that resulted in a 40% increase in engagement across social media platforms within three months. By analyzing audience insights and tailoring content to meet their preferences, I was able to craft compelling promotions that not only captured attention but also drove significant traffic to the client's website. Furthermore, I developed a content calendar that streamlined our promotional efforts, leading to a more consistent and impactful messaging approach.

Additionally, I successfully led a cross-functional team in the launch of a seasonal promotional campaign that exceeded projected sales by 25%. This involved collaborating closely with graphic designers, copywriters, and product teams to ensure our messaging was cohesive and aligned with the brand's voice. I implemented A/B testing strategies that optimized ad performance, providing invaluable data that informed future campaigns.

I am very interested in the opportunity to discuss how my experience and dedication to creating effective promotional content can contribute to Acme Corporation's goals. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan Smith