

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Copywriter

Dear Hiring Manager,

I am thrilled to apply for the Promotion Copywriter position at Acme Corporation, as advertised on your careers page. With a strong background in crafting compelling promotional content and a deep passion for creative storytelling, I am eager to contribute to your team and help elevate Acme's brand voice and outreach efforts.

In my previous role at XYZ Marketing Agency, I successfully spearheaded a product launch campaign for a major client that increased their sales by 35% in just three months. I developed engaging copy for various platforms, including social media, email newsletters, and digital ads, ensuring consistency in messaging while also tailoring content to target specific demographics. Additionally, I collaborated with the design team to create visually appealing promotional materials, which enhanced the overall impact of our campaigns and led to a 50% increase in customer engagement.

Moreover, I played a key role in a rebranding initiative for a leading consumer goods company, where I crafted promotional copy that resonated with a diverse audience. By conducting thorough market research and leveraging customer insights, I was able to create targeted content that not only reflected the new brand identity but also drove a 40% increase in website traffic over six months. My ability to adapt my writing style and approach based on audience needs and feedback has consistently resulted in high-performing campaigns.

I am excited about the opportunity to bring my skills and experience to Acme Corporation and contribute to your mission of delivering exceptional value to your customers. I would love to discuss how my background in promotion copywriting can align with your current goals. Thank you for considering my application; I look forward to the possibility of working together.

Sincerely,

Jordan Smith