

# Jordan Alexander Smith

January 16, 2026

Acme Corporation

RE: Promotion Creative Director

Dear Hiring Manager,

I am excited to apply for the Promotion Creative Director position at Acme Corporation, which I discovered on LinkedIn. With over eight years of experience in creative direction and a passion for developing innovative promotional campaigns, I am eager to contribute my skills and expertise to your dynamic team. Acme's commitment to pushing creative boundaries and engaging audiences aligns perfectly with my professional aspirations.

In my previous role at Bright Ideas Agency, I successfully led a team that developed a multi-channel promotional campaign for a major product launch, resulting in a 40% increase in sales within the first quarter. By leveraging data-driven insights, we crafted a targeted social media strategy that not only elevated brand awareness but also enhanced customer engagement. Additionally, I spearheaded a collaboration with influencers, which broadened our reach and provided authentic connections with our target demographics, ultimately driving a 25% boost in market penetration.

Moreover, I helmed a rebranding project for a key client that revitalized their image and improved their competitive positioning. Under my creative direction, the campaign won the 'Best Integrated Marketing Campaign' award at the National Advertising Awards, showcasing my ability to conceptualize and execute high-impact promotional strategies that resonate with audiences. My collaborative approach and leadership skills enable me to cultivate an environment where creativity thrives and teams are inspired to achieve exceptional results.

I am very interested in the opportunity to further discuss how my background, skills, and enthusiasms align with the needs of your team at Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your innovative projects.

Sincerely,

Jordan Alexander Smith