

# Jordan Avery Thompson

January 16, 2026

Acme Corporation

RE: Promotion Director

Dear Hiring Manager,

I am thrilled to apply for the Promotion Director position at Acme Corporation, as advertised on your careers page. With a proven track record in strategic marketing and brand promotion, I am eager to bring my expertise to your dynamic team and contribute to the continued success of your brand initiatives.

In my previous role as Senior Marketing Manager at XYZ Brands, I successfully led a promotional campaign that resulted in a 30% increase in customer engagement and a 25% boost in sales over the course of six months. By implementing targeted social media strategies and collaborating closely with influencers, we were able to reach a previously untapped demographic, significantly enhancing our market presence. Additionally, I spearheaded a multi-channel promotional strategy that integrated online and offline efforts, leading to a 40% increase in brand awareness as measured by consumer surveys.

My ability to analyze market trends and consumer behavior has also enabled me to drive innovative promotional strategies. For instance, I developed a data-driven promotional calendar that aligned seasonal trends with targeted marketing efforts, resulting in a 35% increase in campaign effectiveness and a return on investment that exceeded our initial projections by 50%. I am confident that my experience in leveraging analytics to optimize promotional efforts will be an asset to Acme Corporation.

I am eager to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the opportunity to further discuss how I can contribute to your marketing initiatives and drive impressive results as Promotion Director.

Sincerely,

Jordan Avery Thompson