

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Email Marketing Specialist

Dear Hiring Manager,

I am excited to apply for the Promotion Email Marketing Specialist position at Acme Corporation, as advertised on LinkedIn. With a strong passion for crafting compelling email marketing campaigns and a proven track record in the field, I am eager to contribute my skills and experience to your dynamic team.

In my previous role at XYZ Marketing Agency, I successfully led a campaign for a major retail client that resulted in a 25% increase in conversion rates through targeted email promotions. By conducting extensive A/B testing, I identified the most effective subject lines and call-to-action placements, ultimately driving significant sales growth. Additionally, I developed an automated email series that nurtured leads through the sales funnel, increasing engagement rates by 40% over three months.

I am particularly proud of a project where I implemented a segmentation strategy based on customer behavior and preferences, which tailored our messaging to different audience segments. This approach not only improved open rates by 30% but also enhanced our overall email ROI by 15%. My expertise in analytics tools allowed me to continuously optimize our campaigns, ensuring we met and exceeded our key performance indicators.

I am enthusiastic about the possibility of bringing my unique skills to the Promotion Email Marketing Specialist role at Acme Corporation. I would love the opportunity to discuss how my background, skills, and achievements can contribute to your team. Thank you for considering my application.

Sincerely,

Jordan Smith