

# Jordan L. Carter

January 16, 2026

Acme Corporation

RE: Promotion Event Planner

Dear Hiring Manager,

I am excited to apply for the Promotion Event Planner position at Acme Corporation, as advertised on your careers page. With a proven track record in event planning and a passion for creating unforgettable experiences, I am eager to contribute to your team and help elevate Acme's promotional initiatives.

In my previous role at XYZ Events, I successfully orchestrated over 20 events within a year, including a high-profile product launch that drew over 500 attendees. This event not only met but exceeded our target engagement by 30%, thanks to my strategic choice of venue and a detailed marketing campaign that I developed in collaboration with the marketing team. Additionally, I implemented effective budgeting techniques that reduced costs by 15% while enhancing the overall quality of the events, demonstrating my ability to manage resources efficiently without compromising on impact.

Moreover, I spearheaded a community outreach program that included promotional events aimed at increasing brand awareness. One notable initiative was a charity gala that raised \$50,000 for local non-profits, while simultaneously increasing our social media following by 40%. This experience honed my skills in vendor negotiation, team collaboration, and attendee engagement, all of which are critical for the Promotion Event Planner role at Acme Corporation.

I am looking forward to the possibility of discussing how my background, skills, and enthusiasms can contribute to the continued success of Acme Corporation. Thank you for considering my application; I hope to speak with you soon to explore how I can bring my expertise in event planning to your esteemed company.

Sincerely,

Jordan L. Carter