

Jordan McAllister

January 16, 2026

Acme Corporation

RE: Promotion General Manager

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion General Manager position at Acme Corporation, which I discovered on LinkedIn. With over eight years of experience in marketing and promotions, I am excited about the opportunity to contribute to a dynamic team that drives brand engagement and revenue growth. I admire Acme Corporation's commitment to innovative marketing strategies, and I believe my background aligns perfectly with your needs.

In my previous role as Marketing Manager at XYZ Enterprises, I successfully led a promotional campaign that resulted in a 30% increase in brand awareness within six months. By implementing targeted social media strategies and collaborating with influencers, we engaged a wider audience and exceeded our sales targets by 15%. Additionally, I spearheaded a cross-promotional initiative with a leading local retailer, which not only boosted our sales by 20% but also enhanced our customer loyalty metrics significantly. These experiences have equipped me with the skills to develop and execute high-impact promotional strategies that drive results.

I am particularly drawn to this position at Acme Corporation because of your emphasis on innovative promotional tactics and data-driven decision-making. I am eager to bring my strategic vision and proven track record of successful campaigns to your team. I would love the opportunity to discuss how my skills and experiences align with the goals of Acme Corporation and how I can contribute to your continued success.

Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you. Please feel free to contact me at your earliest convenience.

Sincerely,

Jordan McAllister