

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Promotion Influencer Marketing Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Influencer Marketing Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in influencer marketing and a passion for driving brand awareness, I am thrilled at the prospect of contributing to your team and furthering Acme's innovative marketing initiatives.

In my previous role at Stellar Brands, I successfully led a campaign that partnered with over 50 micro and macro influencers, resulting in a 150% increase in engagement across our social media platforms. By leveraging data analytics, I identified key influencers whose audiences aligned with our target demographic, which not only amplified our reach but also boosted our product sales by 30% within three months. Additionally, I implemented a comprehensive influencer tracking system that streamlined campaign reporting, allowing for real-time adjustments and optimization of our strategies.

Moreover, I spearheaded a cross-promotional initiative with a well-known lifestyle brand, where we curated co-branded content that resonated with both audiences. This collaboration not only enhanced our brand visibility but also garnered a 25% increase in our follower growth on Instagram. My ability to build strong relationships with influencers and negotiate mutually beneficial arrangements has consistently resulted in successful campaigns that exceed expectations.

I am eager to bring my expertise in influencer marketing and passion for creativity to the Promotion Influencer Marketing Manager position at Acme Corporation. I look forward to the opportunity to discuss how my skills and experiences align with your team's goals. Thank you for considering my application.

Sincerely,

Jordan Lee Thompson