

# Jessica Thompson

January 16, 2026

Acme Corporation

RE: Promotion Investment Analyst

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion Investment Analyst position at Acme Corporation as advertised on LinkedIn. With a strong background in investment analysis and a passion for driving strategic marketing initiatives, I am excited about the opportunity to contribute to your team and support Acme's growth objectives.

In my previous role at Global Marketing Solutions, I successfully managed a budget of over \$2 million for promotional campaigns, where I implemented data-driven analysis techniques that improved return on investment by 25%. By employing advanced analytical tools and collaborating closely with cross-functional teams, I identified key trends and insights that led to more effective resource allocation, ultimately driving a 15% increase in customer engagement. Additionally, I spearheaded a comprehensive market analysis project that identified emerging consumer segments, which informed the design of tailored promotions that boosted sales by 20% in underperforming areas.

I am particularly drawn to this role at Acme Corporation due to your commitment to innovation and excellence in promotional strategies. I believe my analytical skills and experience in maximizing promotional investments will align well with your objectives. I am eager to bring my expertise in financial modeling and market evaluation to support your initiatives.

I look forward to the possibility of discussing how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I hope to contribute to your team's success as a Promotion Investment Analyst.

Sincerely,

Jessica Thompson