

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion iOS Developer

Dear Hiring Manager,

I am excited to apply for the Promotion iOS Developer position at Acme Corporation, as advertised on LinkedIn. With a strong passion for developing innovative mobile applications and a proven track record in optimizing user engagement, I am eager to bring my expertise to your team and contribute to the exciting projects at Acme.

In my previous role at Tech Innovations, I successfully led the development of a highly-rated iOS application that increased user retention by 30% within six months of launch. By implementing targeted push notification strategies and A/B testing different promotional features, I was able to enhance the user experience and drive significant growth in our user base. Additionally, my collaboration with the marketing team resulted in a 40% increase in app downloads through carefully crafted promotional campaigns, demonstrating my ability to merge technical skills with marketing strategies effectively.

Moreover, I played a pivotal role in optimizing our app's performance, reducing load time by 50% and improving overall user satisfaction ratings. By utilizing analytics tools, I identified key bottlenecks and implemented solutions that not only enhanced functionality but also aligned with user feedback. I believe these experiences have equipped me with the necessary skills to excel in the Promotion iOS Developer role at Acme Corporation, where innovation meets user-centric design.

I am very interested in the opportunity to discuss how my background, skills, and enthusiasms align with the needs of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your team and exploring how we can work together to achieve your goals.

Sincerely,

Jordan Smith