

# Jordan A. Thompson

January 16, 2026

Acme Corporation

RE: Promotion Management Consultant

Dear Hiring Manager,

I am excited to apply for the Promotion Management Consultant position at Acme Corporation, as advertised on your careers page. With a strong background in promotional strategy and a passion for driving brand success, I am eager to bring my expertise to your team. Acme's commitment to innovative marketing solutions resonates with my professional values, and I believe my skills align perfectly with the goals of your organization.

In my previous role at XYZ Marketing Solutions, I successfully led a cross-functional team to develop and implement a multi-channel promotional campaign that increased client engagement by 30% over six months. By leveraging data analytics and customer insights, we tailored our messaging to target specific demographics, resulting in a significant boost in conversion rates. Additionally, I spearheaded a promotional strategy for a new product launch that exceeded sales projections by 25% within the first quarter, showcasing my ability to navigate complex market dynamics and deliver tangible results.

Furthermore, I implemented a comprehensive feedback loop with clients to refine our promotional approaches continually. This initiative not only improved client satisfaction scores but also enhanced retention rates by 15%. My dedication to delivering measurable outcomes aligns with Acme Corporation's reputation for excellence in promotion management, and I am eager to contribute to your ongoing success.

I am looking forward to the opportunity to discuss how my experience and vision for impactful promotional strategies can benefit Acme Corporation. Thank you for considering my application. I hope to connect soon to explore this exciting opportunity further.

Sincerely,

Jordan A. Thompson