

# Jessica L. Thompson

January 16, 2026

Acme Corporation

RE: Promotion Market Research Analyst

Dear Hiring Manager,

I am excited to apply for the Promotion Market Research Analyst position at Acme Corporation, as advertised on LinkedIn. With a robust background in market research and a passion for strategic promotion, I am eager to contribute to your team and help drive successful marketing initiatives.

In my previous role at Global Insights, I successfully conducted a comprehensive market analysis that led to a 25% increase in campaign effectiveness for our product line. By leveraging advanced analytical tools and methodologies, I identified key consumer trends and preferences, allowing our marketing team to tailor promotions that resonated with our target audience. Additionally, I spearheaded a project that utilized A/B testing to refine promotional strategies, resulting in a 30% uplift in engagement rates across our digital platforms.

At Market Dynamics, I collaborated closely with cross-functional teams to launch a promotional campaign that not only met but exceeded sales targets by 15% within the first quarter. My ability to synthesize complex data into actionable insights helped guide our promotional decisions, ensuring they were aligned with market demands and consumer behavior. I am confident that my experience with data-driven marketing strategies will provide valuable insights at Acme Corporation.

I am eager to discuss how my skills and achievements align with the goals of Acme Corporation. Thank you for considering my application; I look forward to the opportunity to speak further about how I can contribute to your marketing efforts.

Sincerely,

Jessica L. Thompson