

Jessica Thompson

January 16, 2026

Acme Corporation

RE: Promotion Marketing Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Marketing Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in promotion marketing and a track record of driving successful campaigns, I am eager to bring my expertise to your innovative team. Acme Corporation's commitment to excellence and creative approach to marketing align perfectly with my professional values and aspirations.

In my previous role at Bright Media, I successfully led a cross-functional team to develop a promotional campaign for a new product launch that resulted in a 30% increase in sales within the first quarter. By leveraging data analytics and consumer insights, I crafted targeted messaging that resonated with our audience, which was instrumental in achieving our goals. Additionally, I initiated a partnership with a popular influencer who helped amplify the campaign's reach, resulting in a 50% increase in engagement on our social media platforms.

Furthermore, I managed a budget of over \$500,000 for various promotional activities in my role at Stellar Brands, where I implemented cost-effective strategies that reduced expenses by 20% without compromising the quality of our initiatives. This not only boosted our ROI but also enhanced our brand visibility in competitive markets. I am confident that my ability to balance creativity with strategic thinking will contribute significantly to Acme Corporation's future promotional successes.

I am looking forward to the opportunity to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I hope to speak with you soon about how I can contribute to the continued success of your team.

Sincerely,

Jessica Thompson