

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Promotion Media Buyer

Dear Hiring Manager,

I am excited to apply for the Promotion Media Buyer position at Acme Corporation, as advertised on LinkedIn. With a strong background in media buying and a proven track record of driving successful promotional campaigns, I am eager to bring my expertise to your dynamic team. Acme Corporation's commitment to innovation and excellence in marketing truly resonates with my professional values, and I see a perfect alignment with my skills and your needs.

In my previous role at XYZ Media Group, I successfully managed a \$1.5 million annual media budget, strategically allocating resources across multiple channels including digital, print, and broadcast to optimize reach and engagement. One of my key achievements was leading a comprehensive promotional campaign for a major product launch, which resulted in a 30% increase in sales within the first quarter. By leveraging data analytics and market research, I identified target demographics and crafted tailored messages that resonated, ultimately enhancing brand visibility and customer loyalty.

Furthermore, I have a strong proficiency in negotiating media rates and building relationships with vendors, which has allowed me to secure competitive placements and maximize ROI for my clients. For example, I negotiated a partnership with a leading lifestyle influencer that not only reduced costs by 20% but also increased our online engagement metrics by over 50%. My analytical skills and keen eye for trends have consistently enabled me to adapt strategies for optimal results in the ever-evolving media landscape.

I am eager to discuss how my background and skills can contribute to the success of Acme Corporation as a Promotion Media Buyer. Thank you for considering my application. I look forward to the opportunity to speak with you further about how I can help elevate your media buying strategies.

Sincerely,

Jordan Taylor