

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Merchandise Manager

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Promotion Merchandise Manager position at Acme Corporation, as advertised on LinkedIn. With over six years of experience in merchandising and promotions, I am excited about the opportunity to contribute to your team and help elevate Acme's brand presence in the market.

In my previous role at XYZ Inc., I successfully led a campaign that increased product visibility by 30% through strategic promotional merchandise placements in high-traffic areas. By conducting thorough market research and collaborating closely with the sales team, I was able to design a merchandising strategy that not only resonated with our target audience but also drove a 20% increase in sales over a six-month period. Additionally, I spearheaded the introduction of eco-friendly promotional items that aligned with our sustainability goals, resulting in a 15% boost in customer engagement and positive brand perception.

I am particularly drawn to this role at Acme Corporation because of your commitment to innovation and quality in promotional merchandise. I am eager to bring my experience in analyzing trends and consumer behavior to help develop unique merchandising solutions that will strengthen Acme's market position. I look forward to the possibility of discussing how my background in merchandising, along with my passion for driving sales through effective promotional strategies, can contribute to the success of your team.

Thank you for considering my application. I am excited about the opportunity to discuss my candidacy further and explore how my skills align with the goals of Acme Corporation.

Sincerely,

Jordan Smith