

Jordan A. Thompson

January 16, 2026

Acme Corporation

RE: Promotion Motion Graphics Designer

Dear Hiring Manager,

I am thrilled to apply for the Promotion Motion Graphics Designer position at Acme Corporation, as advertised on your careers page. With a passion for storytelling through motion graphics and a proven track record of creating compelling visual content, I am excited about the opportunity to contribute to your team and help elevate Acme's promotional efforts to new heights.

In my previous role at Creative Solutions, I successfully led a project that involved developing a series of animated promotional videos for a major product launch. This initiative resulted in a 30% increase in engagement on social media platforms within the first month of release. By utilizing dynamic transitions and eye-catching graphics, I was able to effectively convey our brand message while captivating the target audience. Additionally, I collaborated with the marketing team to create a series of motion graphics for email campaigns, which improved click-through rates by 25% compared to previous initiatives.

I am particularly proud of my work on a recent campaign for a non-profit organization, where I designed an animated infographic that illustrated their impact over the last year. This project not only garnered significant attention but also helped the organization raise over \$50,000 in donations during their annual fundraising event. My ability to merge creativity with data-driven insights allows me to craft visually stunning graphics that resonate with viewers and achieve desired outcomes.

I am eager to bring my skills in motion graphics creation and my passion for promotional design to Acme Corporation. I would love the opportunity to discuss how my experience aligns with the goals of your team. Thank you for considering my application. I look forward to the possibility of contributing to your innovative projects.

Sincerely,

Jordan A. Thompson