

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Performance Marketer

Dear Hiring Manager,

I am excited to apply for the Promotion Performance Marketer position at Acme Corporation, which I discovered on LinkedIn. With a deep passion for digital marketing and a proven track record in driving successful promotional campaigns, I believe I can significantly contribute to your team and help elevate Acme Corporation's brand presence in a competitive marketplace.

In my previous role at Tech Solutions, I orchestrated a multi-channel promotional campaign that increased our lead generation by 150% within six months. By employing data-driven strategies and optimizing our PPC campaigns, I was able to reduce our customer acquisition cost by 35%, enhancing our overall marketing ROI. Additionally, I spearheaded an influencer partnership program that boosted our social media engagement by over 200%, leading to a 50% rise in online sales. These experiences have honed my skills in analyzing performance metrics and adjusting strategies in real time to meet and exceed campaign goals.

I am particularly impressed by Acme Corporation's commitment to innovation and quality, which resonated with me during my research about your recent projects. I look forward to the opportunity to bring my expertise in performance marketing to your esteemed company and collaborate with your talented team. I am eager to discuss how my background, skills, and enthusiasms align with the objectives of Acme Corporation.

Thank you for considering my application. I hope to discuss my application further and explore how I can contribute to the exciting initiatives at Acme Corporation.

Sincerely,

Jordan Smith