

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Photographer

Dear Hiring Manager,

I am excited to apply for the Promotion Photographer position at Acme Corporation, as advertised on your careers page. With a strong passion for visual storytelling and over five years of professional experience in promotional photography, I am eager to contribute my unique perspective and technical skills to your dynamic team. I have followed Acme Corporation's innovative marketing campaigns, and I am particularly impressed by how you effectively engage your audience through compelling imagery.

In my previous role at XYZ Marketing Agency, I successfully led a project that involved creating a promotional campaign for a new product launch, which resulted in a 40% increase in social media engagement and a 25% boost in sales within the first month. By collaborating closely with the marketing team, I developed a creative shot list that highlighted the product's features and brand story, ensuring alignment with the overall marketing strategy. Additionally, I won a local photography award for a series of lifestyle images I captured for a client, showcasing not just the product but also the experience it offers, which resonated deeply with the target audience.

Moreover, I am proficient in various photography techniques and post-production tools, including Adobe Creative Suite, which enables me to deliver high-quality images that meet tight deadlines without compromising on creativity. My ability to adapt to different styles and themes allows me to fit seamlessly into Acme Corporation's diverse marketing initiatives, ensuring that your promotional materials stand out in a competitive market.

I am eager to bring my expertise in promotional photography to Acme Corporation and contribute to your brand's continued success. I would appreciate the opportunity to discuss my application further and explore how my skills align with your needs. Thank you for considering my application; I look forward to the possibility of working together.

Sincerely,

Jordan Smith