

# Jessica Lee Henderson

January 16, 2026

Acme Corporation  
RE: Promotion Pilot

Dear Hiring Manager,

I am excited to apply for the Promotion Pilot position at Acme Corporation, which I discovered on your careers page. With a background in creative marketing and a passion for innovative promotional strategies, I believe my skills align perfectly with the goals of your team. Acme Corporation's commitment to customer engagement and excellence in brand promotion resonates with my professional values, and I am eager to contribute to your ongoing success.

In my previous role as a Marketing Coordinator at Bright Innovations, I successfully led a campaign that increased product visibility by 30% within just six months. By utilizing data analytics and customer feedback, I developed targeted promotional materials that captured the essence of our brand while resonating with our audience. Additionally, I spearheaded a cross-channel marketing initiative that integrated social media, email marketing, and in-store promotions, resulting in a 25% increase in customer engagement and a 15% boost in sales during the campaign period.

I am particularly proud of my recent project where I collaborated with the creative team to rebrand an underperforming product line. My efforts in market research and competitive analysis enabled us to relaunch the line with a fresh promotional strategy, leading to a 40% increase in sales within three months. This experience has honed my ability to think strategically while executing detailed promotional plans, making me well-suited for the Promotion Pilot role.

I look forward to the opportunity to discuss how my background, skills, and enthusiasm for creative promotion can contribute to the innovative projects at Acme Corporation. Thank you for considering my application. I hope to connect soon to further explore how I can add value to your team.

Sincerely,

Jessica Lee Henderson