

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Portfolio Manager

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion Portfolio Manager position at Acme Corporation, as advertised on your careers page. With a strong background in marketing strategy and portfolio management, I am excited about the opportunity to contribute to your team and drive the success of Acme's promotional initiatives.

In my previous role at XYZ Marketing Solutions, I successfully led a team in the development and execution of a multi-channel promotional campaign for a new product line, which resulted in a 30% increase in sales within the first quarter. By leveraging data analytics, we identified key consumer segments and tailored our promotional strategies accordingly, leading to enhanced customer engagement and brand loyalty. Additionally, I introduced a quarterly review process for our promotional activities, which improved our ability to pivot strategies based on performance metrics, ultimately enhancing ROI by 25% over a year.

I am particularly drawn to this position at Acme Corporation due to your commitment to innovation and quality. I believe that my proactive approach to portfolio management and my ability to analyze market trends will allow me to effectively contribute to your ongoing success. I am eager to bring my experience in managing diverse promotional portfolios to your team and collaborate on strategies that will elevate Acme's market presence.

I would love the opportunity to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your esteemed company.

Sincerely,

Jordan Smith