

Jordan Taylor

January 16, 2026

Acme Corporation

RE: Promotion Ppc Specialist

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Promotion PPC Specialist position at Acme Corporation, which I discovered on LinkedIn. With a proven track record in managing and optimizing PPC campaigns, I am excited about the opportunity to contribute to your team and drive successful promotional strategies that align with Acme's goals.

In my previous role at XYZ Marketing, I successfully managed a budget of over \$500,000 for various PPC campaigns, leading to a 30% increase in ROI within six months. By leveraging advanced targeting techniques and A/B testing, I was able to optimize ad placements, which resulted in a 25% reduction in cost per acquisition. Additionally, I led a cross-functional team to launch a seasonal promotion that increased brand visibility and engagement, delivering a 40% uplift in conversion rates during the campaign period.

I am particularly drawn to this role at Acme Corporation because of your commitment to innovation and excellence in marketing. I am eager to bring my expertise in data analysis and campaign management to enhance your promotional efforts. I would welcome the opportunity to further discuss how my skills and achievements align with the needs of your team. Thank you for considering my application; I look forward to the possibility of contributing to Acme Corporation's success.

Sincerely,

Jordan Taylor