

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Product Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Product Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in product marketing and a passion for driving promotions that resonate with consumers, I believe I would be an excellent fit for your team. I have long admired Acme Corporation's innovative approach to product development and your commitment to excellence, making this opportunity particularly appealing to me.

In my previous role at XYZ Industries, I successfully managed a product launch that resulted in a 35% increase in sales over the first quarter, exceeding company expectations. I led a cross-functional team to develop a targeted promotional strategy that included digital marketing, social media campaigns, and in-store displays. This initiative not only elevated brand awareness but also strengthened customer engagement. Additionally, I spearheaded a promotional partnership with a leading retailer, which expanded our product's reach and boosted our market share within a competitive landscape.

At ABC Solutions, I implemented a data-driven approach to assess promotional effectiveness, which enhanced our decision-making processes. By analyzing consumer behavior and market trends, I was able to propose a series of adjustments to our promotional activities that ultimately increased our ROI by 20%. This experience honed my ability to balance creativity with analytical thinking, a crucial skill for the role of Promotion Product Manager at Acme Corporation.

I am eager to bring my expertise in product promotion to Acme Corporation and contribute to your continued success. I would appreciate the opportunity to discuss how my background, skills, and enthusiasms align with your team's goals. Thank you for considering my application; I look forward to the possibility of speaking with you soon.

Sincerely,

Jordan Smith