

# Jordan Taylor

January 16, 2026

Acme Corporation

RE: Promotion Social Media Manager

Dear Hiring Manager,

I am excited to apply for the Promotion Social Media Manager position at Acme Corporation, as advertised on LinkedIn. With a strong background in digital marketing and social media strategy, I am eager to contribute my skills to such an innovative and forward-thinking company.

In my previous role at XYZ Media, I successfully led a social media campaign that increased brand awareness by 40% over six months. By leveraging targeted content and engaging visuals, I was able to grow our Twitter following by 50% and improve engagement rates across all platforms. Additionally, I developed a comprehensive influencer partnership strategy that resulted in a 30% increase in website traffic, showcasing my ability to drive promotions that yield measurable results.

Moreover, I spearheaded a seasonal promotional campaign that utilized Instagram Stories and Facebook Ads, which not only boosted sales by 25% but also enabled us to gather invaluable customer insights through targeted polls and quizzes. This data-driven approach has equipped me with the skills necessary to steer promotional strategies that resonate with diverse audiences. I am particularly drawn to Acme Corporation's commitment to creativity and excellence, and I am excited about the prospect of bringing my expertise in social media management to your team.

I would love the opportunity to further discuss how my experience and vision align with the goals of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your team and driving impactful promotional initiatives.

Sincerely,

Jordan Taylor