

# Jordan Alex Thompson

January 16, 2026

Acme Corporation

RE: Promotion Software Engineer

Dear Hiring Manager,

I am excited to apply for the Promotion Software Engineer position at Acme Corporation, as advertised on your careers page. With a strong foundation in software development and extensive experience in promotion algorithms, I am eager to contribute to your team and help enhance the effectiveness of your marketing strategies.

In my previous role at Tech Innovations, I played a pivotal part in developing a machine learning model that increased customer engagement by 30% through personalized promotions. This involved analyzing user behavior data, implementing predictive analytics, and collaborating closely with the marketing team to ensure alignment with promotional campaigns. Additionally, I spearheaded the integration of an A/B testing framework which enabled our team to refine promotions based on real-time user feedback, ultimately leading to a 25% increase in conversion rates. My technical proficiency in languages such as Python and Java, combined with my experience in cloud computing platforms, has equipped me with the skills necessary to contribute effectively to your projects.

I am particularly drawn to Acme Corporation's innovative approach to leveraging technology in marketing. The opportunity to work with a dynamic team focused on developing cutting-edge promotional tools excites me. I am confident that my background and passion for software engineering align perfectly with the goals of your organization.

I would be thrilled to discuss how my experience and vision can align with the objectives of Acme Corporation. Thank you for considering my application; I look forward to the possibility of contributing to your team and driving successful promotion initiatives.

Sincerely,

Jordan Alex Thompson