

# Jordan M. Sullivan

January 16, 2026

Acme Corporation

RE: Promotion Technical Writer

Dear Hiring Manager,

I am excited to apply for the Promotion Technical Writer position at Acme Corporation, which I discovered on your careers page. With a strong background in technical writing and a deep understanding of promotional strategies, I am eager to contribute to your team and help elevate Acme's product communications.

In my previous role at Tech Innovations, I led a project to revamp the user manuals and promotional materials for our flagship software product. By implementing user-friendly formats and engaging visuals, I increased user comprehension scores by 30%, as measured through customer feedback surveys. Additionally, I collaborated closely with the marketing team to create a series of targeted promotional documents, which resulted in a 25% increase in lead generation during our product launch. My ability to translate complex concepts into clear, compelling content has been a key driver in these successes.

Furthermore, I have experience in utilizing SEO best practices to enhance the visibility of technical documents online. At Digital Solutions, I integrated keyword strategies into our technical articles, which improved our organic search rankings and led to a 15% increase in website traffic within three months. I am confident that my skills in blending technical expertise with promotional writing will be an asset to Acme Corporation.

I would be thrilled to discuss how my experience aligns with the goals of your team and how I can contribute to the success of Acme Corporation. Thank you for considering my application; I look forward to the opportunity to speak with you soon.

Sincerely,

Jordan M. Sullivan