

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Typographer

Dear Hiring Manager,

I am excited to apply for the Promotion Typographer position at Acme Corporation, as advertised on your careers page. With a robust background in typography and design, coupled with a passion for creating compelling promotional materials, I am eager to contribute my skills to your innovative team. Having followed Acme Corporation's impressive marketing campaigns, I am particularly drawn to your commitment to quality and creativity in branding.

In my previous role as a Graphic Designer at Creative Solutions, I led the redesign of our promotional materials, which resulted in a 20% increase in client engagement over six months. By meticulously selecting typefaces and implementing effective layout strategies, I crafted visuals that resonate with target audiences while maintaining brand consistency. Moreover, I successfully collaborated with the marketing team to launch a series of promotional campaigns that not only showcased our products but also enhanced our brand's visual identity, leading to a 35% boost in social media shares and interactions.

Additionally, my experience working with deadlines has equipped me with the ability to produce high-quality work under pressure. At Design Hub, I was entrusted with managing a high-volume production schedule where I consistently delivered on time while exceeding quality expectations. My attention to detail and strong understanding of typography principles allowed me to refine our promotional content, ensuring clarity and impact in every piece.

I am enthusiastic about the opportunity to discuss how my experience and skills align with the needs of Acme Corporation. Thank you for considering my application. I look forward to the possibility of contributing to your team and am eager to discuss my qualifications further.

Sincerely,

Jordan Smith