

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Promotion Vice President

Dear Hiring Manager,

I am writing to express my enthusiasm for the Promotion Vice President position at Acme Corporation, as advertised on LinkedIn. With over a decade of experience in strategic marketing and brand management, I am excited about the opportunity to contribute to Acme's innovative approach to consumer engagement and promotional strategies.

In my previous role as Director of Marketing at XYZ Inc., I successfully spearheaded a multi-channel promotional campaign that increased market share by 15% within one fiscal year. By leveraging data analytics and consumer insights, I was able to identify key target demographics and tailor messaging that resonated with our audience, resulting in a 25% increase in brand awareness. Furthermore, I led a cross-functional team to implement a new promotional strategy that integrated social media and traditional advertising, ultimately driving a 30% uptick in sales. My ability to manage complex projects and collaborate with diverse teams has been pivotal in achieving these results.

Additionally, I played a crucial role in developing a strategic partnership with a leading retail chain that allowed us to enhance our promotional visibility. This collaboration not only amplified our reach but also resulted in a 40% increase in foot traffic during the promotional period. My focus on building strong relationships, both internally and externally, has consistently yielded successful marketing initiatives.

I am eager to bring my expertise in promotional strategy and leadership to Acme Corporation and am excited about the prospect of discussing how my background and skills align with your goals. Thank you for considering my application; I look forward to the opportunity to speak with you further.

Sincerely,

Jordan Lee Thompson