

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Promotion Visual Merchandiser

Dear Hiring Manager,

I am excited to apply for the Promotion Visual Merchandiser position at Acme Corporation, as advertised on your careers page. With a strong background in retail merchandising and a passion for creating engaging visual displays, I believe I am well-suited for this role and can contribute to elevating your brand's presence in the marketplace.

In my previous role as a Visual Merchandiser at Trendy Retailers, I successfully spearheaded a seasonal campaign that resulted in a 25% increase in foot traffic to our flagship store. By utilizing effective color schemes and strategically placed promotional signage, I was able to draw attention to new product lines, leading to a significant boost in sales. Additionally, I collaborated closely with the marketing team to design in-store displays that not only showcased our products but also conveyed our brand story, enhancing customer experience and engagement.

Furthermore, during my tenure at Fashion Forward, I led a team to revamp the visual merchandising strategy across multiple locations, which improved overall sales performance by 15% within six months. By implementing data-driven analyses and customer feedback into our display concepts, we were able to create visually appealing arrangements tailored to our target audience. I am particularly proud of the holiday campaign I designed that combined seasonal themes with exclusive promotions, which garnered positive feedback from both customers and management.

I am eager to bring my expertise in visual storytelling and promotional strategies to Acme Corporation and contribute to your team's success. I would love the opportunity to discuss how my experience aligns with your goals and how I can help elevate your merchandising initiatives. Thank you for considering my application; I look forward to the possibility of discussing my candidacy further.

Sincerely,

Jordan Lee Thompson