

Jordan Smith

January 16, 2026

Acme Corporation

RE: Relocation Media Buyer

Dear Hiring Manager,

I am excited to apply for the Relocation Media Buyer position at Acme Corporation, which I discovered through your company's careers page. With over five years of experience in media buying and a specialized focus on relocation services, I am eager to contribute my skills to your dynamic team and help drive successful marketing campaigns that resonate with clients in transition.

In my previous role at XYZ Media, I successfully managed a budget of over \$1 million for a national relocation campaign that increased our client's market penetration by 30% within a year. By leveraging data analytics, I optimized media placements across multiple channels, including digital and traditional media, to ensure maximum reach and engagement. Additionally, I negotiated partnerships with key media outlets, resulting in a 20% reduction in overall costs while enhancing ad visibility during peak moving seasons.

Furthermore, I spearheaded a targeted marketing initiative that focused on attracting clients relocating to urban areas. This project not only improved our client acquisition rates by 25%, but also garnered recognition at the Annual Advertising Awards for its innovative approach to connecting with audiences facing relocation challenges. My ability to analyze market trends and adjust strategies accordingly has consistently led to successful outcomes and satisfied clients.

I am very enthusiastic about the opportunity to bring my expertise in media buying and passion for relocation services to Acme Corporation. I would love the opportunity to further discuss how my background and skill set align with your needs. Thank you for considering my application; I look forward to the possibility of contributing to your team.

Sincerely,

Jordan Smith