

# Jordan Smith

January 16, 2026

Acme Corporation

RE: Relocation Ppc Specialist

Dear Hiring Manager,

I am excited to apply for the Relocation PPC Specialist position at Acme Corporation, which I discovered on your careers page. With a solid background in digital marketing and a specific focus on PPC campaigns for relocation services, I am eager to contribute my expertise in driving high-quality leads and optimizing conversion rates for your esteemed company.

In my previous role at Global Moves, I successfully managed PPC campaigns that led to a 40% increase in qualified leads over six months. By employing data-driven strategies and conducting comprehensive A/B testing, I optimized ad copy and targeting parameters, resulting in a significant decrease in cost-per-acquisition. Additionally, I collaborated closely with the SEO team to ensure a cohesive approach, which improved our overall online visibility and contributed to a 25% rise in organic traffic to landing pages tailored for relocation services. These experiences have honed my ability to maximize ROI while ensuring alignment with broader marketing goals.

I am particularly drawn to Acme Corporation's innovative approach to relocation solutions and am enthusiastic about the opportunity to leverage my skills in a company that prioritizes client satisfaction and strategic growth. I would love the chance to discuss how my background in PPC can enhance your marketing efforts and help achieve your business objectives. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity further.

Sincerely,

Jordan Smith