

# Jordan Lee Thompson

January 16, 2026

Acme Corporation

RE: Visual Merchandiser

Dear Hiring Manager,

I am writing to express my enthusiasm for the Visual Merchandiser position at Acme Corporation, as advertised on your careers page. With a passion for creative displays and a keen eye for detail, I am excited about the opportunity to contribute to your team and elevate the shopping experience for your customers.

In my previous role at Style Innovations, I successfully redesigned the seasonal display for our flagship store, which resulted in a 30% increase in foot traffic and a 15% boost in sales during the promotional period. By incorporating interactive elements and utilizing bold color schemes, I managed to create an inviting atmosphere that resonated well with customers. Additionally, I spearheaded a project that involved revamping our visual merchandising guidelines, which streamlined the process for our staff and improved consistency across all locations. This initiative not only enhanced the aesthetic appeal of our stores but also fostered a cohesive brand identity.

I am particularly drawn to Acme Corporation because of your commitment to innovative retail solutions and your focus on customer engagement. I believe my background in visual merchandising, coupled with my ability to analyze sales data to inform design choices, would enable me to make a significant impact on your visual strategy. I am eager to bring my skills and creativity to your talented team and contribute to the ongoing success of your brand.

Thank you for considering my application. I look forward to the opportunity to discuss how my experience and vision align with the goals of Acme Corporation. I am excited to explore how I can contribute to enhancing your visual merchandising efforts.

Sincerely,

Jordan Lee Thompson