**Letter of intent for promotion example**

Amy Jones

2323 Liberty Drive

Orlando, FL 32789

555-555-5555

ajones@domain.com

January 7, 2020

Gary Smith

WriteWell Publishing

2000 Penned Way

Orlando, FL 32789

Dear Mr. Smith,

My name is Amy Jones and I'd like to formally apply for the lead copywriter position in the marketing department. Over the past five years, I've written more than 200 blog posts, implemented a variety of marketing campaigns (with a recent email campaign receiving an open rate of 35%) and I've learned valuable knowledge about the industry as a whole. I've generated countless creative ideas and mentored my peers in need of assistance. I feel that I'm in an ideal position to fulfill this new role, which will be a step up from my current role as a junior copywriter.

I am ready for new challenges and responsibilities that will help me develop my skill set and career goals. I know that I am capable of handling a bigger workload and leading a team of writers. I believe the creative team will support my promotion if I assume the role of lead copywriter because we have a great group of people in our department who respect and trust each other.

If you agree that I would be the best candidate for this position, I can assure you that I will be able to deliver the marketing content that you need efficiently and professionally. I will provide a clear direction for the team so that everyone feels supported and comfortable in our work environment. Thank you for your time, and I look forward to your response.

Sincerely,

Amy Jones