

[Your Full Name]

[Your Phone Number]

[Your Email Address]

[Portfolio URL / LinkedIn Profile]

[Date]

[Hiring Manager Name]

[Title]

[Agency/Company Name]

[Company Address]

Dear [Hiring Manager Name/Title],

I am writing to express my interest in the [Job Title] position at [Agency Name]. I was encouraged to apply for this role by [Referral Name], who currently serves as [Referral's Job Title] within your organization and spoke highly of the team's creative direction and strategic approach.

With over [Number] years of experience in the advertising industry, I have developed a robust skill set in [Key Skill 1, e.g., Brand Strategy], [Key Skill 2, e.g., Multi-channel Campaigns], and [Key Skill 3, e.g., Client Relations]. In my most recent role at [Previous Company], I led projects that resulted in a [Metric, e.g., 20% increase in brand engagement] for major clients including [Notable Client Name].

[Referral Name] suggested that my background in [Specific Niche or Industry] would align well with your upcoming initiatives, particularly [Specific Project or Campaign known to the agency]. I have long admired [Agency Name]'s work on the [Reference a specific campaign by the agency] and would welcome the opportunity to bring my creative perspective to your award-winning team.

Thank you for your time and consideration. I have attached my resume and portfolio for your review. I look forward to the possibility of discussing how my experience and [Referral Name]'s recommendation make me a strong fit for [Agency Name].

Sincerely,

[Your Signature]

[Your Printed Name]