

[YOUR FULL NAME]

[PORTFOLIO URL / WEBSITE]

[PHONE NUMBER]

[EMAIL ADDRESS]

[LINKEDIN PROFILE]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Name or "Creative Director"],

As a commercial photographer with [Number] years of experience crafting visual narratives for brands like [Previous Notable Clients], I am writing to express my interest in the [Creative Director / Art Director] position at [Company Name]. Having spent my career behind the lens translating brand identities into high-impact imagery, I am ready to transition my technical mastery and aesthetic intuition into a broader strategic leadership role.

Throughout my professional journey, my role has consistently extended beyond photography. I have been responsible for [mention specific leadership skill, e.g., conceptualizing seasonal campaigns, leading cross-functional creative teams, or overseeing end-to-end production]. My experience has taught me that a powerful image is not just about lighting and composition, but about its alignment with a brand's long-term vision and market positioning.

Key highlights of my background include:

- **Visionary Execution:** Successfully directed [Type of project] which resulted in [Metric or positive outcome].
- **Team Leadership:** Managed diverse teams of stylists, editors, and assistants to ensure a cohesive visual language across [Channel/Platform].
- **Brand Strategy:** Developed visual style guides that defined the identity for [Client Name].

I have long admired [Company Name]'s approach to [Specific aspect of their branding/marketing]. I am confident that my unique perspective as a photographer-balancing granular technical details with the "big picture" creative vision-will allow me to elevate your brand's visual storytelling.

I have attached my portfolio, which showcases both my commercial photography and my experience in creative oversight. I look forward to the possibility of discussing how my vision can contribute to the continued success of [Company Name].

Best regards,

[Your Name]
