

[Full Name]

[Portfolio URL] | [Email Address] | [Phone Number] | [Location]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Dear [Hiring Manager Name], I am writing to express my interest in the **[Creative Director/Art Director]** position at **[Company Name]**. Having spent [Number] years as a lifestyle photographer defining visual identities for [Niche/Industry], I am eager to transition my expertise in visual storytelling, composition, and brand narrative into a full-time Creative Direction role. Throughout my photography career, my role has naturally expanded beyond the lens. I have consistently [mention a leadership task, e.g., conceptualized seasonal campaigns / led cross-functional creative teams / developed comprehensive visual guidelines]. This experience has provided me with a deep understanding of how to translate a brand's core values into cohesive, high-impact imagery that resonates with [Target Audience]. At **[Previous Studio/Freelance Practice]**, I successfully steered the creative vision for [Project Name or Client Type]. By overseeing [specific element like casting, set design, or post-production mood], I achieved [mention a specific result, e.g., a 20% increase in social engagement / a successful brand re-launch]. I am confident that my technical background in photography, combined with my strategic approach to visual problem-solving, makes me a unique asset to the **[Company Name]** creative team. I am drawn to **[Company Name]** because of your recent [mention a specific campaign or brand trait]. I am eager to bring my eye for detail and my passion for authentic lifestyle narratives to your upcoming projects. Thank you for your time and consideration. I look forward to the possibility of discussing how my transition from photographer to director can contribute to your team's vision. Best regards,

[Full Name]