

# [Your Full Name]

[Portfolio URL] | [LinkedIn Profile] | [Phone Number] | [Email Address]

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[Date]

[Hiring Manager Name]

[Title]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

## **Re: Internal Marketing Director, Creative Services**

[Opening Paragraph: Mention the specific role and express enthusiasm for the company's brand identity. Briefly state your years of experience in creative leadership and your ability to align internal creative output with overarching corporate goals.]

[Second Paragraph: Detail your experience managing multidisciplinary teams—designers, copywriters, and video producers. Highlight your expertise in streamlining internal workflows, managing agency-style chargeback models or budgets, and maintaining brand consistency across global departments.]

[Third Paragraph: Provide specific examples of successful campaigns or internal transformations. Focus on metrics such as increased cross-departmental efficiency, brand engagement scores, or cost savings achieved by bringing external work in-house.]

[Fourth Paragraph: Explain why you are interested in this specific organization. Connect your creative philosophy with the company's mission and mention your commitment to fostering a culture of innovation and professional growth within the internal creative team.]

[Closing Paragraph: Reiterate your value proposition and invite a formal interview. Thank the reader for their time and consideration.]

Sincerely,

[Your Signature]

[Your Printed Name]