

[YOUR FULL NAME]
[CURRENT JOB TITLE / SENIORITY]
[INTERNAL EXTENSION / PERSONAL PHONE]
[EMAIL ADDRESS]

[Current Date]

[Hiring Manager's Name]
[Title, e.g., Executive Creative Director or Chief Creative Officer]
[Agency Name]

APPLICATION FOR INTERNAL PROMOTION: CREATIVE DIRECTOR

Dear [Hiring Manager Name],

Having spent the past [Number] years contributing to the creative evolution of [Agency Name], specifically within the [Department or Account Team], I am writing to formally express my interest in the Creative Director position. My intimate understanding of our agency's culture, workflow, and long-term vision positions me to transition seamlessly into this leadership role.

During my tenure as [Current Role], I have consistently delivered [mention a key achievement, e.g., award-winning campaigns or high-growth accounts]. My contribution to the [Name of Project/Account] project resulted in [specific metric or success], demonstrating my ability to marry high-level conceptual thinking with the strategic needs of our clients. I am deeply familiar with our internal teams and have already established the trust necessary to mentor our junior and mid-level creatives.

As Creative Director, my priority will be to [mention a goal, e.g., elevate our digital output / foster a more collaborative cross-departmental environment]. I believe we have an opportunity to [mention a specific agency improvement or opportunity], and I am prepared to lead that charge from day one without the typical onboarding curve of an external hire.

I look forward to discussing how my institutional knowledge and creative leadership can help drive [Agency Name]'s next chapter. Thank you for your continued mentorship and for considering my candidacy.

Sincerely,

[Your Signature]
[Your Printed Name]