

# Internal Application: Creative Director

**To:** [Hiring Manager/Executive Name]

**From:** [Your Name], Design Lead

**Date:** [Current Date]

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Dear [Name],

Please accept this formal expression of interest in the **Creative Director** position at [Company Name]. Having served as Design Lead for the past [Number] years, I have a deep understanding of our brand DNA and a clear vision for the evolution of our creative department.

During my tenure as Design Lead, I have successfully led the [Project Name or Department Initiative], resulting in [Metric or Key Achievement]. My experience managing the [Specific Team or Pipeline] has prepared me to transition from tactical design oversight to high-level strategic leadership. I am eager to apply my knowledge of our internal workflows to mentor our talent and elevate our global creative output.

In this new role, my immediate priorities would include:

- **Strategic Scaling:** [Briefly describe plan to improve efficiency or output].
- **Brand Vision:** [Briefly describe how you will evolve the visual identity].
- **Cross-Functional Leadership:** [How you will align creative with Marketing, Product, or Sales].

I am proud of the work we have accomplished together thus far and am fully committed to the long-term success of [Company Name]. I look forward to discussing how my institutional knowledge and leadership style can support our next phase of growth.

Best regards,

[Your Full Name]

Design Lead, [Current Department]