

# Internal Application: Strategic Creative Director

[CURRENT DEPARTMENT] | [CURRENT JOB TITLE] | [EMAIL ADDRESS]

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**To:** [Hiring Manager Name / Creative Leadership Selection Committee]

**Date:** [Date]

Dear [Name],

I am writing to formally express my interest in the **Strategic Creative Director** position. Having spent [Number] years within [Company Name], I have developed a deep understanding of our brand architecture and a clear vision for how to elevate our creative output to meet our upcoming strategic objectives.

In my current role as [Current Title], I have successfully led initiatives such as [Key Internal Project 1] and [Key Internal Project 2]. These experiences have allowed me to demonstrate my ability to bridge the gap between high-level business strategy and innovative execution. Specifically, I have:

- [Metric or Achievement regarding brand growth or team leadership]
- [Example of cross-departmental collaboration]
- [Example of a strategic pivot or creative solution that drove results]

My goal as Strategic Creative Director is to [Primary Goal, e.g., unify the visual language of our global divisions / mentor the next generation of internal talent]. I am particularly excited about the opportunity to [Specific Company Goal mentioned in Job Description], leveraging my existing relationships with the [Department Name] and [Department Name] teams to ensure seamless integration.

I look forward to discussing how my historical knowledge of the brand, combined with my strategic approach to creative leadership, can contribute to the continued evolution of [Company Name].

Best regards,

[Your Name]

[Link to Internal Portfolio/Case Studies]