

[FULL NAME]

[PHONE NUMBER] • [EMAIL ADDRESS] • [PORTFOLIO LINK/LINKEDIN]

[Current Date]

[Hiring Manager Name]

[Title]

[Agency Name]

[Agency Address]

Dear [Hiring Manager Name], Regarding the [Job Title] position at [Agency Name], I am writing to demonstrate how my dual background in data-driven brand strategy and high-concept copywriting can elevate your current client roster, specifically [Specific Client or Campaign]. At [Current/Previous Agency], I bridged the gap between account planning and creative execution. I specialize in transforming complex market insights into "The Big Idea." My approach is rooted in [Briefly mention core methodology, e.g., cultural anthropology / behavioral economics / brand archetype storytelling]. Key highlights I bring to [Agency Name] include:

- **Strategy:** Developed the [Project Name] framework which resulted in a [Percentage]% increase in brand equity for [Client].
- **Copy:** Authored multi-channel campaigns across [Media types: TV, Social, OOH] that secured [Specific Award or KPI].
- **Growth:** Played a lead role in the creative pitch team that won the [Client Name] account, valued at \$[Amount].

I have long admired [Agency Name]'s ability to [Reference a specific agency trait, e.g., disrupt the luxury market / blend tech with human emotion]. I am eager to apply my hybrid skillset to help you solve [Specific industry challenge] for your partners. Thank you for your time and consideration. I look forward to discussing how my perspective on [Specific Industry Trend] can contribute to the agency's upcoming goals. Sincerely,

[Your Signature]

[Your Printed Name]