

[YOUR NAME]
[PORTFOLIO URL]
[EMAIL ADDRESS]
[PHONE NUMBER]

[Date]

[Recipient Name]
[Title]
[Agency Name]
[Address]

Re: [Job Title / Reference Number]

Dear [Recipient Name],

[Hook: Insert a concise, high-concept observation about the agency's recent work or a specific brand challenge they face. Connect your creative philosophy to their current trajectory.]

[The Value Prop: Detail your experience in turning insights into "The Big Idea." Mention your ability to bridge the gap between abstract strategy and tactical execution across social, film, and experiential platforms.]

[The Evidence: Highlight one or two specific campaigns where your conceptual thinking led to measurable brand growth or cultural impact. Focus on the 'why' behind the creative choices.]

[The Fit: Explain why your specific voice-whether it's punch-y and minimalist or narrative and emotive-is the missing piece for [Agency Name]'s creative department.]

[The Close: Reiterate interest in the specific role and invite them to view the latest case studies in your portfolio.]

Best,

[Your Name]