

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

[Date]

To [Hiring Manager Name] / [Creative Director Name],

RE: [Job Title] Application

Most brands shout to be heard. I prefer to speak so clearly that people can't help but listen. Having followed [Agency Name]'s recent work on the [Specific Campaign Name] project, I was struck by the balance of [Specific Trait, e.g., raw honesty / sharp wit]. I am writing to bring that same level of strategic storytelling to your creative team.

During my time at [Previous Company/Agency], I specialized in transforming complex briefs into human-centric narratives. My approach focuses on [Core Philosophy, e.g., "The Big Idea" / "Data-Driven Empathy"]. Key highlights of my portfolio include:

- **[Project Name]:** Increased [Metric] by [Percentage] through a multi-channel campaign centered on [Concept].
- **[Project Name]:** Developed a distinct brand voice for [Client] that resulted in [Positive Outcome].
- **[Project Name]:** Led copy direction for [Medium, e.g., Social/OOH/Film] that earned [Award or Recognition].

I don't just write copy; I build brand worlds. Whether it's a six-word headline or a long-form manifesto, I ensure every syllable serves the strategy. I am particularly interested in how [Agency Name] bridges the gap between [Current Agency Focus] and [Emerging Trend], and I am eager to contribute to that evolution.

I've attached my portfolio link above. I would welcome the opportunity to discuss how my pen can help tell the next chapter of the [Agency Name] story.

Best regards,

[Your Name]