

[Your Full Name]
[Your Phone Number]
[Your Email Address]
[Portfolio Link / LinkedIn]
[City, State]

[Date]

[Hiring Manager Name]
[Title, e.g., Creative Director]
[Agency Name]
[Agency Address]

Dear [Hiring Manager Name or "Creative Team"],

I am writing to express my interest in the Junior Copywriter position at [Agency Name]. Having followed your recent work on the [Mention a specific campaign or client of theirs], I was struck by the agency's ability to blend [mention a specific trait: e.g., bold humor / data-driven insights / minimalist storytelling]. I am eager to bring my fresh perspective and disciplined writing to your creative department.

During my [Internship / University / Freelance experience], I developed a knack for distilling complex brand messages into punchy, persuasive headlines. I've worked across [list channels: e.g., social, email, OOH, and video scripts], always ensuring the brand voice remains consistent regardless of the medium. My approach is rooted in the belief that great copy isn't just clever-it's a solution to a specific business problem.

In my portfolio, you will see how I approached [Name of a specific project]. By focusing on [specific strategy], I was able to [mention a result: e.g., increase engagement / receive positive feedback / win a student award]. I thrive in collaborative "war rooms" and am prepared to handle the fast-paced revisions and conceptual brainstorming that define [Agency Name]'s culture.

I have attached my resume and a link to my portfolio. I would welcome the opportunity to discuss how my words can contribute to the continued success of your clients.

Thank you for your time and consideration.

Best regards,

[Your Name]