

February 3, 2023

Jane Smith

Hiring Manager
Memorable Marketing Agency
1234 Birch Way
Robin Town, Connecticut 56789

Dear Jane Smith,

My name is Hank Magpie, and I am a senior at Crow College studying English. I am writing to apply for the junior copywriter position at Memorable Marketing Agency at the recommendation of Marketing Director Sarah Songbird. I am passionate about strengthening brands through clear communication, and I would welcome the opportunity to bring my creativity, SEO experience, and editorial expertise to your team.

I am intrigued about the chance to strengthen clients' social media presence through targeted messaging. At *The Crow Daily News*, I have increased our engagement rate by 4% on Instagram by leading a campaign highlighting students' voices and opinions on campus issues. I worked closely with our managing editor and photographer to interview students from diverse backgrounds, creating fun, visually engaging posts with quick turnaround deadlines. Through a college mentorship opportunity, I worked with Sarah Songbird to optimize the newspaper's website with better keywords, which grew website traffic by 3%.

I am also skilled at long-form writing and worked extensively with Professor Elisabeth Dove to develop a 75-page thesis about themes of prejudice and justice in Harper Lee's *To Kill a Mockingbird*. I am excited about the prospect of working on a variety of writing projects and bringing the writing and marketing skills I've developed through my educational background to your agency.

I look forward to hearing from you and discussing my application in more detail. Please see my attached resume for more information about my experience. Thank you for your consideration.

Sincerely,
Hank Magpie