

23rd July 20XX

Steve Malone, Creative Director

Super Fashion Inc. 3456 Angus Road, New York, NY 10007

Dear Mr Malone,

The biggest challenge I have had so far is cutting costs by 20% at Blue Fashions, and it was the most enjoyable task I have undertaken in a long time. The biggest hurdle I have had to overcome is developing a leadership skills guide to help my team overcome the daily struggles.

To achieve this, I had to draw from all of my achievements in the past. The main ones include the development of more than 350 projects in graphic design in two years, leading the team which won the 20XX Kruger Design Award at Tale Ale and leading the meetings for a project that saw a boost in client revenue by 120%. Due to my deep knowledge of producing high-quality products while simultaneously mentoring a team, I am confident that I am the perfect fit for Super Fashion Inc. That is why I had to get in touch once Kim Jones suggested I apply.

PS – I would love to explain how my faith in adding a tincture of emotion to what I do plays a part in my getting the D&AAD High-Speed award in 20XX.

Best regards,

SIGN OFF

Ken Davies