

Jordan Blank

1234 Nowhere Lane
Someplace, US 79400
(555) 555-4321
jonespk@someplace.xyz

August 30, 2013

McCann Erickson
1234 Someplace Street
Someplace, US 79400

To Whom It May Concern:

I am writing to apply for a job opportunity of the Copywriter with McCann Erickson. As a graduate with a Bachelor's Degree in English and Spanish from the Bigname University and more than eight years of community relations' experiences, I believe I possess all the qualifications necessary for this career opportunity.

As you can see from my enclosed application, I not only specialized in communications and public relations at Alpha Xi Delta, but these aspects were also a major part of my work experience at the Trophy Store, where my daily tasks and projects focused on interacting with clients, working with a team, and designing three-dimensional and two-dimensional trophies and awards. I find this work rewarding and hope to deepen these skills with McCann Erickson.

Furthermore, I have shown leadership qualities both in my past experiences as an Academic and Philanthropic chair with Alpha Xi Delta. In both positions I was required to be reliable, target messages toward an audience, and launch major campaigns to raise funds for our organization. In my work at the Trophy Store, I have learned how to create a positive professional environment, provide great client care, and expand my creativity with the tasks that are assigned to me.

I want to thank you for reviewing my application, and I hope that we can meet to discuss my application further.

I look forward to hearing from you soon and hope you have a beautiful day!

Jordan Blank

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Someplace, US 79400
(555) 555-4321
jonespk@someplace.xyz

EDUCATION

B.A. in English and Spanish

Bigname University

May 2010

Someplace, US

Spanish Conversation and Spanish Phonetics

University of Salamanca

Summer 2008

Salamanca, Spain

CLIENT RELATIONS, DESIGN, and TARGET AUDIENCE EXPERIENCE

Sales Associate, Designer, Builder

Trophy Store

August 2004 – Present

Someplace, US

- Assist clients in placing orders and selecting awards
- Serve as the client liaison in billing department
- Collaborate with a team to design and produce customized trophies, awards, and plaques

Community Writing Campaigner (Volunteer)

Red Cross

January 2008 – December 2009

Someplace, US

- Wrote copy and designed publications to educate the Someplace community about community preparedness for emergency situations

Philanthropy Chair

Alpha Xi Delta

January 2007 – December 2007

Someplace, US

- Analyzed and targeted Alpha Xi Delta audience to promote participation in the Alpha Xi Delta Coaches Taste-Off Philanthropy event
- Raised \$23,702; highest amount raised to date
- Publicized and organized a Read Day, supplying 350 books to students at Elementary School
- Wrote, edited, and designed publicity materials to reach target audience of Alpha Xi Delta alumni; raised \$1000 for the Elementary School to purchase sets of books for teachers

Academic Chair

Alpha Xi Delta

January 2008 – December 2008

Someplace, US

- Wrote, edited, and designed internal publicity materials to implement an academic plan that raised the Chapter GPA by .2
- Analyzed and targeted Alpha Xi Delta audience to ensure audience investment

PROFESSIONAL SKILLS

Spanish fluency

Professional writing and editing

Audience analysis and targeted messaging

Client Relations

Proficient in Microsoft Office

Chuck Finley

1234 Nowhere Lane
Someplace, US 79400
Phone: 555-555-1234
Email: chuckfinley@someplace.xyz

August 30, 2012

McCann Erickson
1234 Someplace Street
Someplace, US 79400

Dear Gentlemen:

I have worked with the Liberal Arts College, the Charitable Fund, and the Cultural Heritage Museum in the past. I know I would be an excellent fit for you and with my experience and strong work ethics make me a great asset.

Thank you for taking the time to review my resume, where I have detailed my qualifications. I look forward to talking with you.

Sincerely,

Chuck Finley
Chuck Finley

Chuck Finley

1234 Nowhere Lane
Someplace, US 79400
Phone: 555-555-1234

Email: chuckfinley@someplace.xyz

EDUCATION

Liberal Arts College – Someplace, US

Master of Communication, August 2008

My emphasis in this program was on professional writing. I took classes in PR writing, business writing, rhetoric, communication ethics, professional editing, desktop publishing, audience analysis, marketing, and grant writing.

Big State University – Someplace, US

Bachelor of Science in Psychology, May 2004

My minor was in Sociology. I was on the Dean's List for all semesters I was enrolled, and I graduated Summa Cum Laude with a 3.984 on a 4.0 scale.

SKILLS

I have professional-level writing, editing, visual design, and desktop publishing skills. I have led teams on multiple projects, including events and publications. I am proficient in both Windows and Macintosh operating systems, with specific experience in Adobe Creative Suite 6, Adobe Captivate, Adobe Acrobat Pro XI, Microsoft Office Suite, HTML Code, Grade Quick, Quick Books, and SPSS statistics software.

**REFERENCES AND WRITING PORTFOLIO
AVAILABLE UPON REQUEST**

PROFESSIONAL EXPERIENCE

Liberal Arts College – Someplace, US

*Office Manager for the Dean of Arts & Sciences
06/2005 – Present*

Though my duties for this position are largely associated with running the office for the Dean of Arts & Sciences, including scheduling and budgeting, I have several copywriting and desktop publishing duties. I write copy for multiple publications, including the Arts & Sciences Faculty Achievement and Student Achievement Newsletters for internal audiences, the Arts & Sciences Alumni Newsletters for external audiences, and the Arts & Sciences events' promotional materials for internal and external audiences. For all these publications, I also edit copy, create the layout, obtain photographic content, and coordinate production and distribution. I collaborate with a team of writers, designers, and printers, and I supervise three full-time staff. To maintain brand fidelity, I follow official institutional style guides.

The Charitable Fund – Everywhere, US

*PR Writer (Volunteer)
07/2007 – 08/2007*

As part of my MPC coursework, I volunteered for this organization. I wrote three PSAs to promote their 2007 Annual Gala fundraiser event.

Cultural Heritage Museum – Nowhere, US

*Grant Writer (Volunteer)
01/2007 – 05/2007*

As part of my MPC coursework, I volunteered to write a grant for this museum. I worked with the Project Coordinator to analyze project needs and to find a target foundation for the proposal. I found a potential donor and wrote a grant proposal to the Eccles Foundation. The grant was funded \$5,000.

Chris Smith
1234 Nowhere Lane
Someplace, US 79400
Phone: 555-555-1234
Email: csmith@someplace.xyz

August 30, 2013

McCann Erickson
1234 Someplace Street
Someplace, US 79400

To Whom It May Concern:

I returned to Someplace four years ago with my family in an effort to obtain a job that would keep my spouse close to family. While the job I found has been good these past four years, the job security is fragile enough that I now need to seek new employment. Additionally, if I receive an offer of employment with adequate compensation, I would resign my position with my current employer. Besides job security, several reasons lead me to seek new employment.

I have a growing family, with three small children. We lack health insurance, and my current job does not seem likely to provide benefits in the near future. My paychecks are so late that I am currently a full paycheck behind. This causes intense stress for my family, not to mention to difficulty of paying bills on time (which, of course, we need to obtain independent health insurance). My last reason for leaving is that, after several years editing and administrating, I believe Administration is no longer the place for me. To keep my options open, I am also applying to law school.

I know this letter probably seems, in a word, desperate. Though I am desperate, I also believe in my ability to fill and succeed in the position. My strongest abilities as a writer, administrator, and student are my creativity and communication. I am able to easily maintain decorum and help others ease tension in stressful situations, as well as communicate in such a way as to make others consistently comfortable. I look forward to communication regarding this position.

Thank you for your time,

Chris Smith
Chris Smith

Chris Smith
1234 Nowhere Lane
Someplace, US 79400
Phone: 555-555-1234
Email: csmith@someplace.xyz

Education

Big State University

M.A. in English Literature: May 2011

Regional University

B.A. in English and Secondary English Education: May 2008

Professional Experience

Community Development Partnership

Editor and Graphics consultant: Fall 2010–Fall 2012

- Edited organizational narrative and bylaws
- Proposed alterations to various organizational logos and graphics

Digital Heritage Project

Social Media consultant and Content Contributor: Fall 2009–Fall 2010

- Created a Twitter and Facebook account and analytic report
- Contributed uploading instructions and web content
 - Assisted with promotional videos

Urban Development (ARCH 5500)

Consultant and Content Contributor: Spring 2004–Summer 2009

- Contributed narrative content to architectural drawings
- Collaborated with architects to create concise language for projects

American Casino

Researcher: Fall 2004

- Provided a visual and cultural analysis of the architecture of an Indian Casino
 - Researched traditional casino architecture
 - Reviewed depictions of American Indian Culture

Skills

- Editing of Technical Documents and Visuals
 - Social Media creation/maintenance
 - Adobe Illustrator and Photoshop
- Audio Editing Software (Audacity, WavePad)
 - Basic Microsoft Office Software

Relevant Coursework

- Technical Editing
- Urban Infrastructure
- New Media Studies
 - Visual Rhetoric
 - Usability Studies
- Qualitative and Quantitative Research Methods

Writing Sample and References Available Upon Request

Jesse Doe

1234 Nowhere Lane

Someplace, US 79400

jdoe@someplace.xyz

555-555-1234

August 31, 2013

McCann Erickson
1234 Someplace Street
Someplace, US 79400

Dear Copywriting Hiring Committee:

I am responding to your recent copywriter job posting. My interactions with Mr. Insider have shown me that McCann is an innovative, dynamic place to work. I enjoy collaborating with a productive team who inspire me creatively and professionally. This is why I am interested in working at McCann Erickson.

I have spent the past several years expanding my copywriting, editing, and desktop publishing skills. As part of my Master of Professional Communication degree, I wrote multiple documents directed at various audiences. This included three PSAs for the Charitable Fund's 2007 Annual Gala fundraising event, a successful grant proposal for the Cultural Heritage Museum, and a product catalog for a small retail store. All three cases required me to find the correct target audience and gear my client's message toward them.

As my writing and editing skills expanded, I have been afforded new opportunities in my position at Liberal Arts College. I am now completely in charge of writing, editing, designing, and coordinating distribution of multiple Arts & Sciences documents. Most recently, I worked with our college's Communications Department and my boss to launch a campaign to regain relationships with our alumni, a key target audience. Part of this campaign included a new Alumni Newsletter for which I wrote and edited copy, designed layout, gathered photographic resources, and coordinated production and distribution. In all the publications Arts & Sciences produces, I work closely with the Communications Department to ensure that our office follows Liberal Arts College's branding style guides.

These experiences showed me that I enjoy the challenge of analyzing very different audiences, collaborating with a client and team to craft effective messages, and writing diverse documents. McCann Erickson provides the creative environment where these skills can thrive, which is why I would like to be part of this company.

Thank you for your time,

Jesse Doe

Jesse Doe

Jesse Doe

1234 Nowhere Lane

Someplace, US 79400

jdoe@someplace.xyz

555-555-1234

SKILLS

PROFILE

Over eight years' professional writing and editing experience

Proven team leadership and interpersonal skills

Visual design and desktop publishing experience

EDUCATION

Master of Professional Communication

Liberal Arts College

- Writing emphasis: PR writing, professional editing, desktop publishing, audience analysis

August 2008

Someplace, US

Bachelor of Science in Psychology

Big State University

- Minor in Sociology

- Graduated Summa Cum Laude: 3.984 on a 4.0 scale

May 2004

Someplace, US

WRITING, EDITING, and TEAM EXPERIENCE

Office Manager for the Dean of Arts & Sciences

Liberal Arts College

- Write copy for multiple publications: Arts & Sciences Faculty Achievement and Student Achievement Newsletters for internal audiences; Arts & Sciences Alumni Newsletters for external audiences; Arts & Sciences events' promotional materials for internal and external audiences
- Edit copy for previously mentioned publications
- Layout copy and photographic content for these publications
- Coordinate distribution of publications: electronic and print
- Collaborate with a team of writers, designers, and printers
- Follow official institutional style guides
- Supervise three full-time staff

06/2005 – Present

Someplace, US

PR Writer (Volunteer)

The Charitable Fund

- Wrote three PSAs to promote the 2007 Annual Gala fundraiser

07/2007 – 08/2007

Everywhere, US

Grant Writer (Volunteer)

The Cultural Heritage Museum

- Worked with Project Coordinator to analyze project needs
- Analyzed potential target audience and tailored message to the Eccles Foundation
- Wrote grant application; grant was funded \$5,000

01/2007 – 05/2007

Nowhere, US

COMPUTER PROGRAMS

- Adobe Creative Suite 6
- Adobe Captivate
- Adobe Acrobat Pro XI
- Microsoft Office Suite
- HTML Code
- Quick Books
- SPSS
- Windows and Macintosh Operating Systems

REFERENCES AND WRITING PORTFOLIO AVAILABLE UPON REQUEST

Jones, Pat K.

1234 Nowhere Lane, Somplace, US 79400 ~ Home: (555) 555-1234 Cell: (555) 555-4321 ~ jonespk@someplace.xyz

August 30, 2013

McCann Erickson
1234 Someplace Street
Someplace, US 79400

To the Hiring Committee,

I am writing to apply for the position of Copywriter at McCann Erickson, as posted on your website. I have included a resume for your review.

As my resume details, I have the experience and attitude necessary for success in this position. Through previous work I have gained experience in client relations, design, budget tracking, and leadership. I can appreciate the importance of finding a candidate who can hit the ground running; I can be this person.

In addition to my experience, my work has given me the attitude needed for this job. I am professional, motivated, and hard working. I readily collaborate with my coworkers and am excited to be part of a creative team. I am the bold, courageous candidate requested in the job ad.

With these qualifications, I am certain that I would be an asset to your team. I look forward to discussing this opportunity further.

Thank you,

Pat K. Jones

Pat K. Jones

Jones, Pat K.

1234 Nowhere Lane, Somplace, US 79400~ Home: (555) 555-1234 Cell: (555) 555-4321 ~ jonespk@someplace.xyz

EDUCATION

BIGNAME UNIVERSITY, SOMEPLACE, US

Double Major: *English and Spanish*

Graduation Date: May 2010

UNIVERSITY OF SALAMANCA, SALAMANCA, SPAIN

Program: Bigname Abroad, *Spanish Conversation and Spanish Phonetics*, Summer 2008

GPA: 3.58/4.0, GPA: 3.7/4.0 Spanish Major, GPA: 3.6/4.0 English Major (**As of Fall 2009**)

WORK EXPERIENCE

TROPHY STORE, SOMEPLACE, US

Sales Associate, Bill Collector, Builder **August 2004 – Present**

- Assist customers in placing orders and selecting awards
- Create invoices and collect past due bills
- Create customized trophies, assist with engraving of trophies, acrylic awards, and plaques
- Assist in cleaning the store and keeping it organized

JOHN & JANE DOE, SOMEPLACE, US

Caregiver to 16 year old Jack Doe (Severely Handicapped with Cerebral Palsy) **Summer 2004 – Present**

- Primary Caregiver throughout the day for Jack
- Perform physical therapy exercises with Jack
- Play games with Jack to help build fine motor skills

AWARDS AND HONORS

- Castañoli Abroad Scholarship
- Wolcott Achievement Award for Foreign Language
- Dean's List for College of Liberal Arts
- National Society of Collegiate Scholars
- Highest GPA for the 2006 Pledge Class of Alpha Xi Delta for academic years 2006 – 2007 & 2007 - 2008

ACTIVITIES AND COMMUNITY INVOLVEMENT

- **Academic Chair (2008)**
 - Created and implemented an academic plan that raised the Chapter GPA by .2
- **Philanthropy Chair for Alpha Xi Delta (2007)**
 - Donations/Auction Chairperson for the Alpha Xi Delta Coaches Taste-Off Philanthropy event \$23,702 raised; highest amount risen to date
 - Organized a Read Day and supplied 350 books to students at Elementary School to start home libraries
 - Contacted alumni of Alpha Xi Delta to raise money, which was donated to Elementary School to purchase class sets of books for teachers valuing over \$1000
- **Red Cross Volunteer (2008-2009)**
 - Educate the Someplace community about community preparedness for emergency situations
- **Assistant 3rd Grade Sunday School Teacher (2005 – Present)**
 - Saint Michael's Catholic Church; Someplace, US.
- **National Society of Collegiate Scholars (Spring 2007 – Present)**
 - Member
- **Silver Wings (Civilian Air Force ROTC Military Support Organization) (Fall 2006 – Present)**
 - Member
- **Pi Lambda Sigma (Pre-Law Fraternity) (2008)**
 - Member

COMPUTER SKILLS

Proficient in MS Office, Proficient in Navigating on the Internet, Quick Books Pro 2008

Rusty Shackelford

1234 Nowhere Lane

Someplace, US 79400

Phone: 555-555-1234

Email: rusty.shackelford@someplace.xyz

August 30, 2013

McCann Erickson
1234 Someplace Street
Someplace, US 79400

Dear Hiring Committee:

I am extremely interested in the position of Copywriter for Axis Communication. I have had several years of experience in writing creative copy making me well-suited for the position. I would love to continue deepening the skills I have cultivated for the past eight years. I have attached my resume, which details my relevant experience.

Your consideration is greatly appreciated,

Rusty Shackelford
Rusty Shackelford

Rusty Shackelford

1234 Nowhere Lane

Someplace, US 79400

Phone: 555-555-1234

Email: rusty.shackelford@someplace.xyz

Education

M.A. in English Literature May 2011
Big State University

Honors B.A. in English and Secondary English Education May 2008
Regional University

Research, Editing and Social Media Projects

Editor and Graphics consultant Fall 2010–Fall 2012
Community Development Partnership
Edited organizational narrative and bylaws.
Proposed alterations to various organizational logos and graphics

Social Media consultant and Content Contributor Fall 2009–Fall 2010
Digital Heritage Project
Created a Twitter and Facebook account and analytic report
Contributed uploading instructions and web content
Assisted with promotional videos

Consultant and Content Contributor Spring 2004–Summer 2009
Urban Development (ARCH 5500)
Contributed narrative content to architectural drawings
Collaborated with architects to create concise language for projects

Researcher Fall 2004
American Casino
Provided a visual and cultural analysis of the architecture of an Indian Casino
Researched traditional casino architecture
Reviewed depictions of American Indian Culture

Skills

Editing of Technical Documents and Visuals
Social Media creation/maintenance
Adobe Illustrator and Photoshop
Audio Editing Software (Audacity, WavePad)
Basic Microsoft Office Software

Relevant Coursework

Technical Editing
Urban Infrastructure
New Media Studies
Visual Rhetoric
Usability Studies
Qualitative and Quantitative Research Methods

Writing Sample and References Available Upon Request