

Oxford Commons
Oxford, OH 45056
January 29, 200-

Mr. Dennis Wakabayashi, Creative VP
Sumaato Advertising
2201-A Lawrence
Denver, CO 80205

Dear Mr. Wakabayashi:

After exploring your company's website, I was impressed by the importance you place on the idea of creativity through diversity. I was particularly interested in the way that diversity applies not only to the variety of services provided by Summato Advertising, but also to the assortment of people it employs. As a senior Mass Communication major at Miami University of Ohio, with a specialization in advertising and promotions, I would very much like to work for Sumaato Advertising as a copywriter committed to developing fresh and creative new ideas for clients.

To prepare myself for a career in advertising, I have taken several communication courses such as audience analysis and media and society, where I learned how to recognize and evaluate audiences, and determine how they are influenced by the media. In an electronic media production class I gained hands on experience in recording and editing both video and audio assignments. In addition, I recently completed a course in copywriting where I learned how to write ads for the electronic media, exercised my creative skills, and worked in a team to create an advertising campaign for a local business.

Through my previous job experiences I have acquired and developed useful communication skills. Communication was imperative to my experience in promotions, because my job was to persuade individuals to participate in a prize give-away. I have also learned to adapt to a variety of environments and interact with all types of people on various levels. During my WDW College Program experience at Epcot, I interacted with co-workers, managers, and guests from all over the world in a family-oriented theme park environment. In contrast, I interacted primarily with business professionals in a more formal office setting during my summer internship at an architectural firm.

I am an imaginative, hard-working individual with an avid desire to express my creative talent. I would be pleased to have the opportunity to meet you in person to discuss what I have to offer Sumaato Advertising. I will contact you in two weeks to see if you might consent to an interview. I hope to have the pleasure of meeting you soon.

Sincerely,

Enclosure