

**Julie Walsh Smith**  
Chief Operating Officer  
Complexly

**Jeremy Borthwick**  
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Dear Ms. Smith and the Complexly team,

I am thrilled to apply for the Creative Director position at Complexly. As a long-time fan of Crash Course (and proud member of the Awesome Socks Club and Sun Basin Soap), I am really excited about the opportunity to contribute to such an exceptional team.

With over 15 years of experience, I particularly wanted to share my recent five years at Ten Percent Happier, a mindfulness and meditation company. I had the privilege of leading the product design for our award-winning app, helping bolster membership from 5,000 to over 100,000 paying subscribers. I also helped lead creative direction for our suite of podcasts like *More than a Feeling*, and *Childproof*, along with video courses like *The Dalai Lama's Guide to Happiness*. It was incredibly fulfilling to collaborate across our teams to ensure that each felt properly unique, celebrated the spirit of the project, fit into the 10% universe, and resonated with our intended audience.

The team at Complexly's commitment to developing a positive, nuanced view of the world aligns perfectly with my passion for creating meaningful experiences. I am confident that my background and expertise would be a boon for Complexly's amazing suite of shows and projects. By working closely with leadership and team stakeholders, I'd be delighted to ensure that everything Complexly touches is just generally awesome to enjoy and behold.

Please head over to [jborthwick.com](http://jborthwick.com) to see my portfolio and résumé. I didn't see desired length of experience listed, but given the salary range, I may be a bit overqualified for the role. However, I would be honored to discuss how my skills and background align with what's next at Complexly.

Thank you for your time and consideration.

Sincerely,

Jeremy Borthwick

*P.S. — I also wanted to sincerely wish Hank Green well during his treatment for Hodgkins Lymphoma. His dedication to fostering curiosity, even while hungover from chemo meds, is an inspiration to me and I'm sure countless others.*