
CAROL NESMITH

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Christopher Fisher Art Director

Brand Vision

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Dear Mr. Fisher,

When searching through job boards, your unique job advertisement for a Creative Copywriter caught my eye when I realized that I met all of the requirements to carry out the responsibilities listed, I quickly saw this as an opportunity.

I have five years of experience as a Copywriter, creating campaigns, advertisements and social media content for brands across different industries, from retail to pharmaceutical. My most notable project was a campaign for XYZ Co, where the graphic designer assigned to the project and myself developed the concept, and I wrote the copy, TV commercials and fun radio mentions that directed traffic to the brand's social media pages resulting in a 60% increase in followers.

I decided to use these skills to create and develop my own business, Lunar Jewelry, hence why I stepped out of the workforce for a year and a half. On my own,

- Created the brand identity
- Managed Google Analytics
- Learned how to use WordPress and Google AdSense
- Successfully developed my business' social media presence across different platforms. In less than 5 months, Lunar Jewelry had over 2,000 followers on Instagram and over 10,000 followers on Facebook.

I want to put this newfound knowledge and copywriting skills to greater use in your company, as I notice you work with nonprofit organizations and clients focused on bettering our communities and the planet. Please review my attached resume and portfolio, it would be an honor to sit down with you to talk about how I can provide service to your team.

I appreciate your time and consideration.

Best regards,
Carol Nesmith