



Stephen Barton

Dear Heather Ottem:

My name is Stephen Barton, I am a recent University of Colorado Boulder graduate. My areas of study were Advertising, PR and Design with a minor in Technology, Art and Media. I am currently based in Portland, Oregon where I freelance. The majority of my clients are small companies. I help build brands and differentiate them through brand strategy, digital design, and experience design. The position of Brand Designer posted on Sterling-Rice Group's website seems to be the ideal position for someone like me.

The work Sterling-Rice Group creates is unique and definitely shows the personality of the company. Some of my favorite work that the agency has created includes the Brewer's Association and the Take Craft Back campaign. Not only do I appreciate it as a consumer and its encouragement of small business and creativity, but I appreciate how Sterling-Rice Group put its own personality into the project. The work that resulted was quirky and powerful.

Sterling-Rice Group not only does work that interests me, but also has a community that I want to be a part of. I was born and raised in the Front Range in Colorado leading to a life-long obsession with mountains and the culture they create. It seems that your company embodies this culture, describing itself as dog-loving and snow-crazed. Outside of my similarities, my wide breadth of experience and interests makes me a great person to sit down and chat with over tacos.

I hope that you see the potential I do in working together. I look forward to hearing back from you regarding the Brand Designer position.

Thank you for your consideration,

Stephen