

## **Cover Letter for Advertising Jobs**

### **A sample cover letter to a personal referral.**

Richard Anderson,  
1234 West 67 Street,  
Carlisle MA 01741,  
(123)-456 7890.

Date: 1st May, 2005.

John Smith,  
National Advertising Inc.,  
257 Park Avenue South,  
New York, NY 12345-6789.

Dear John,

Regional Advertising Inc., the firm I worked with for the last five years, was sold at year-end and merged with another media institution. As a result, my job was eliminated but I was asked to remain and assist in managing the personal accounts. The position was temporary, and relocation was required to make it permanent. I am looking forward towards opportunities locally here in New York. I'm looking for some advice and counsel from people I know and trust.

I'd like to continue to be a senior art director in a financial service field (bank, savings and loan, credit union, insurance company, etc.). I'm good at administration and teamwork. I've also managed data processing tasks of all volumes. I like being a part of a dynamic organization, and I am looking for that next opportunity.

You're a successful person with friends who are also successful. Perhaps you, or someone you know, are cognizant of a firm that needs someone with my capabilities. If so, I'd appreciate your giving them a copy of the enclosed resume, and I'd like their name so that I can contact them personally.

My earlier job has been exciting, and I'm sure the next opportunity will hold even more promise. I'm glad about the prospect for change and I hope that you can help me make sure it's a positive change. I'd appreciate your thoughts and ideas.

Thanks for your help.

Sincerely,

Richard Anderson.