



writing • concepting • research

CERTIFIED CREATIVE

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Ross Toohy
2e Creative
2101 Locust, 3B
St. Louis, MO 63103

Dear Ross,

I heard 2e Creative needs a writer, and I need a new place to grow ideas. That's why I said goodbye to Tampa. My ideas just couldn't grow in all that sand. The droughts, hurricanes and giant mosquitoes didn't help either. So it was wagons Midwest for Farmer Ben.

The Midwest was where I grew up, where I discovered I had a knack for strong writing and creative thinking. It's where I want to be now, to nurture those talents and continue my career in advertising. My goal is to settle down at a solid agency in Missouri where I can reacquaint myself with Midwestern creativity and add my own flavor to the creative department I'm working with.

That flavor includes a lot more than Farmer Ben could write in a cover letter. But just imagine what would happen if you stuck a music-loving, outgoing, goofy suburbanite in the cigar capital of our country for seven years. Here's a quick summary:

I laugh a lot and get along with everybody. But my work ethic is always dedicated, thorough and on-strategy.

Cultures fascinate me. Especially latino cultures. My Spanish isn't perfecta, but it's getting there. And the Midwest appears to have a growing Hispanic community...

Music is my great obsession, a force that makes me feel right in my soul. I love everything about music: listening to it, researching it, performing it, writing it.

I'm an excellent researcher and jump at any opportunity to hunt down the right piece of information. This really comes in handy for my career.

So how about taking a moment to survey some of Farmer Ben's creative? I have over a year of very relevant experience to offer. I admit to being a little green, but I know I'm capable of developing great concepts and writing solid copy, wherever I am. And 2e looks like a good place to be.

Expect a follow-up email or phone call from me later next week to confirm you received this. I also hope that after you look over my resumé and work samples, you'll consider me for the copywriter position.

Thank you for your time, and happy holidays.

Very sincerely yours,

Benjamin P. Grant
FARMER BEN BRAND Certified Creative

Enclosures

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