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Lucille Craft
Account Director
Joyhut Advertising
1 Madison Avenue
New York, NY 10005

Dear Ms. Craft,

I would like to express my interest in Joyhut Advertising and the available Account Executive position described on your agency's website. I bring a bachelor's degree in English from SUNY Brockport, where wrote for the school paper. Post graduation, I leapt into the competitive world of advertising at Olf and Oleman Worldwide in San Francisco, CA.

For the past year I have held a valuable apprenticeship in the advertising industry, working as an assistant account executive on the Harbinger Sporting Goods account. During my time on the Harbinger account, the company's advertising spending has increased by \$2 million, and I have progressed from having very little client contact to interfacing with the client-side on a regular basis. This position has allowed me to increase my interpersonal connections and expanded my knowledge on current and effective marketing trends.

Since my introduction to the world of advertising, it has been my goal to work for Joyhut Advertising because of the company's elite reputation for superior marketing campaigns and excellent client services. I would very much like to discuss the open position with you. Thank you for your time spent reviewing my application and I look forward to hearing from you soon.

Sincerely,

Bret Orfman