

19 April 2010

111 Electric Avenue  
Columbia, Missouri 65201

Mr. Roger Becker  
Company X  
00 Bleecker Street  
New York, New York 10012

Dear Mr. Becker,

While scanning a recent message from the IvyLife community on LinkedIn, I noticed your posting for a superhuman aesthete. Frankly, it would have been hard not to. I mean that as a compliment; after all, I write now to tell you how dearly I wish to join Company X's visionary team. As an enthusiastic supporter of multimedia approaches to advertising and art, I hope to aid your initiative with my creative panache.

My qualifications come from several sources, principally literary. As a freelancer, I currently contribute theater reviews to the Columbia Daily Tribune and, while in college, wrote *Kansas State University - Off the Record*, published in 2008 by College Prowler. At *The Missouri Review* I assist advertising efforts, brainstorming titles and recently coining the slogan for the magazine's t-shirt: "Take Us to Your Reader." During my two summers with the Great Books Program, I collaborated with members of the Music and Theater electives to conceptualize, script, and, yes, enact ambitious performances. Classes in Digital Imaging and XHTML Coding have acquainted me with the fundamentals of computer-based design and website creation.

Both my skill set and affinity for presentational aesthetics make me a natural fit for adventurous work in advertising. My unbridled passion for perfection makes me a rock star, or at least a Barbra Streisand. I thrill to the prospect of bringing the power of art to bear on the practice of advertising. The multimedia nature of total branding offers me the opportunity to develop my abilities in new directions, and I look forward to further exploring the expressive possibilities of the digital world.

Though a cover letter can convey only so much, I hope mine has illustrated the razzle, dazzle, and know-how I would bring to Company X. I am happy to discuss my qualifications at greater length in an interview and provide a list of references who can testify to them. I will follow up in two weeks to confirm that you have received my application materials. Please feel free to contact me in the meantime at me@gmail.com or 123-456-7890. Thank you very much for your time and consideration.

Avidly,

Dan Stahl