

Jordan Alexander Smith

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Acme Corporation

RE: Career Change Motion Graphics Designer

Dear Hiring Manager,

I am writing to express my enthusiasm for the Career Change Motion Graphics Designer position at Acme Corporation, which I discovered on your careers page. With a background in graphic design and a passion for animation, I am excited about the opportunity to blend my skills and creativity in a role that perfectly aligns with my career aspirations.

In my previous position as a Graphic Designer at Creative Solutions, I successfully led various projects where I incorporated motion graphics to enhance visual storytelling. One notable project involved creating a vibrant animated promotional video for a major client, which resulted in a 30% increase in engagement on their social media platforms. Additionally, I have collaborated with cross-functional teams to develop dynamic presentations and marketing materials that effectively communicated brand messages, showcasing my ability to work within tight deadlines while maintaining high-quality standards.

I have also taken the initiative to expand my skill set by completing a certification in Motion Graphics through an online program. This training has equipped me with proficiency in key software such as Adobe After Effects and Cinema 4D, allowing me to produce captivating animations that resonate with target audiences. I am particularly drawn to Acme Corporation's commitment to innovative design and storytelling, and I believe my unique background and vision can contribute to your creative team.

I would be thrilled to discuss further how my design experience and passion for motion graphics align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the opportunity to contribute to your team's success.

Sincerely,

Jordan Alexander Smith