

Jordan Avery

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Acme Corporation

RE: Freelance To Full Time Typographer

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time Typographer position at Acme Corporation, which I discovered on your careers page. With a passion for typography and a strong portfolio showcasing my skills, I am eager to bring my expertise to your innovative team and contribute to the exceptional design standards at Acme.

In my previous freelance role, I collaborated with various brands, refining their visual identity through typography. One of my notable projects was for a boutique coffee shop, where I designed a custom typeface that not only captured their brand essence but also increased their social media engagement by 40% within three months. Additionally, I developed a typographic system for an e-commerce website that improved user experience and led to a 25% increase in conversion rates. These experiences have honed my ability to create compelling typographic solutions that resonate with target audiences.

I am particularly drawn to Acme Corporation's commitment to creative excellence and innovation in typography. I believe that my unique perspective and experience in both freelance and collaborative environments would allow me to make a meaningful impact on your projects. I am eager to discuss how my background and vision align with the goals of your team. Thank you for considering my application; I look forward to the opportunity to speak with you further.

Sincerely,

Jordan Avery