**GRAPHIC DESIGNER COVER LETTER**

**[Date]**

Dear **[Hiring Manager Name],**

Winning the D&AD New Blood Award made an exciting start to my career. However, increasing client transactions by 30% at Senna Kenno, Inc. was even more exciting. I learned about your goal to boost transactions at Redinger & Hoff last week when I heard you on the Call-to-Action podcast. I think I can help.

As a graphic designer with 10+ years of experience, I'm energized by the idea of working at Redinger & Hoff. You've got a phenomenal team already. Plus, you've got lots of opportunities to do more business with your existing clients. Here are a few relevant past achievements:

* Slashed client costs an average of 15% in 18 months. Paradoxically, that increased the total spend per client. (I believe the low costs invigorated our customers' desire to buy.)
* Developed an average of 150+ graphic design projects per year. (My quick turnaround made it easy for existing clients to book new work.)
* Contributed to a customer site that received the Shopify Design Award. (Advertising achievements like this increased client confidence.)

I'm enthusiastic about seeing what I can do for Redinger & Hoff. Can we set aside some time to talk about ideas to raise your client transactions 25% in the next 6 months?

Best Regards,

**[Your Name]**