**GRAPHIC DESIGNER COVER LETTER**

Dear Mr. Nichols,

My hunt for an impactful graphic design position led me to the Children’s Museum of Pittsburgh since you share my passion for partnering with others to combine skill with artistry and purpose with passion, resulting in designs that inspire kindness, creativity, and joy for people of all ages. As your graphic designer, I would successfully manage all design projects and produce creative content that will positively influence your visitors.

For the past 2 years, I have managed all graphic design projects with Millennial Marketing. I created brand materials, including a company-wide logo, social media posts, digital banners, advertisements, and website icons per the marketing team’s requirements and brand guidelines. Through my efforts, our conversion rate rose from 3.26 to 4.23 percent, and our social media engagement numbers doubled.

More than just measuring effectiveness, I believe graphic design should help others and impart positive emotions. As a user interface/graphic image designer with Funeral Directors Life, my role was centered around providing better funeral services for families. I used my digital production knowledge to create web-based content that was practical, straightforward, and easy to use with beautiful designs that resonated with people’s needs. After optimization, the client satisfaction rate rose by 38 percent, and the overall cost revenue ratio improved by 24 percent.

Great design is more than just metrics—it leaves an impact that cannot be quantified. My goal as your graphic designer is to create meaningful designs, manage creative projects, and oversee design materials to transform children’s education. Thank you for making a safe space for children to learn and grow in creativity and curiosity, and I look forward to discussing how I can help you in your mission.

Sincerely,

Percival Blake