

Lucille Craft
Account Director
Joyhut Advertising
1 Madison Avenue
New York, NY 10005

June 6, 2002

Dear Lucille:

I would like to express my interest in Joyhut Advertising and the available Account Executive position described on your agency's web site.

After four years at Stanford University, where I majored in English and wrote for the school paper, I leapt into the competitive world of advertising at Olf and Oleman Worldwide in San Francisco. For the past year I have served a valuable apprenticeship in the advertising industry, working as an assistant account executive on the Harbinger Sporting Goods account.

During my time on the Harbinger account, the company's advertising spending has increased by two million dollars, and I have progressed from having very little client contact to interfacing with the client-side on a regular basis.

Since my introduction to the world of advertising, it has been my goal to work on Madison Avenue. I would very much like to discuss the open position. Thank you for your time spent reading this letter and the enclosed resume. I look forward to hearing from you soon.

Sincerely,

Bret Orfman