

Schenita Heid

Copywriter

Dear Mylasia Bershad,

I'm thrilled to apply for the Copywriter role at Ogilvy, a company whose commitment to creativity and innovation I deeply admire.

With over five years of experience at BBDO, I've honed my craft in the dynamic world of advertising, consistently delivering compelling content that resonates with diverse audiences.

Some key achievements from my previous roles include:

- **Increased client engagement by 30%** through a targeted social media campaign for a leading tech brand.
- Spearheaded a cross-functional team to launch a new product line, resulting in a **15% boost in sales** within the first quarter.
- Developed award-winning ad copy for a global campaign, leading to industry recognition and client satisfaction.

Beyond my achievements, I bring a strong background in digital marketing strategies and am certified in SEO best practices, which I believe would be invaluable to Ogilvy's forward-thinking campaigns.

Additional qualifications include:

- **Certified Content Marketing Specialist**, enhancing my ability to create engaging narratives.
- Recipient of the BBDO Employee Excellence Award for outstanding creative leadership.
- Active member of the local Writers' Guild, fostering community and professional development.

Ogilvy's dedication to storytelling and its recent initiatives in social responsibility inspire me. I am particularly drawn to your campaigns that challenge the status quo and align with my passion for impactful communication.

I eagerly anticipate the opportunity to further discuss how my skills and experiences align with Ogilvy's vision. Thank you for considering my application.

Warm regards,

To

Mylasia Bershad

Ogilvy

845 Riverfront Drive, Boise, ID

From

Schenita Heid

Gulfport, MS

(892) 397-1174

schenita.heid@gmail.com