

Brittny Ditolla

Copywriter

Dear Modene Lacer,

I am thrilled to apply for the Copywriter position at Ogilvy. The opportunity to contribute to a team renowned for its creative excellence is incredibly exciting.

With over five years at BBDO, I have honed my skills in crafting compelling narratives that captivate audiences and drive engagement. My experience there has equipped me with a unique perspective on brand storytelling.

Some key achievements from my previous roles include:

- **Increased campaign engagement by 40%** for a major client through innovative content strategies.
- Led a team of junior writers at BBDO, mentoring them to improve their writing skills and creative output.
- Developed a content series that resulted in a **15% boost in client retention** over a six-month period.
- Collaborated with cross-functional teams to launch a new product line, achieving a **20% increase in market share**.

In addition to my writing prowess, I hold certifications in digital marketing and SEO, which enhance my ability to create content that not only resonates but also ranks.

Leadership and community involvement highlights:

- **Recipient of the BBDO Creative Excellence Award** for outstanding campaign contributions.
- Volunteered as a writing mentor for underprivileged youth, fostering creativity and self-expression.
- Organized and led workshops on effective communication and storytelling techniques.

Ogilvy's commitment to innovation and its recent campaigns that challenge conventional norms deeply resonate with me. I admire the agency's dedication to pushing boundaries and am eager to be part of a team that values creativity and impact.

I am enthusiastic about the possibility of contributing to Ogilvy's continued success and would welcome the chance to discuss how my background aligns with your needs.

Warm regards,

To

Modene Lacer

Ogilvy

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City, KS

From

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