

CREATIVE

COVER

LETTERS

COPYWRITING FINAL 2015

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C'EST LA VIE

RATHER NOT STARVE BUT STILL HUNGRY

CHILDHOOD

A TIN OF CRAYONS. A BLANK PIECE OF PAPER. THE TERRIBLE TWOS THEY WERE. PUNISHED DAILY. SHE DIDN'T SEE IT THAT WAY THOUGH. ALEXCANDRA'S CREATIVE SOUL WAS RELEASED. FROM SCRIBBLES TO WINNING AWARDS IN HIGH SCHOOL. THE ARTIST GREW WITHIN HER. SHE KNEW TO BE A SUCCESSFUL ARTIST YOU FIRST STARVE.

REALIZATION

THIS STEERED HER INTO GRAPHIC DESIGN. A RELIABLE MORE ROUNDED EDUCATION. RECEIVED A COMMUNICATION DEGREE. FIRST LEARNING HOW TO PROMOTE HERSELF TO THEN PROMOTE YOU. SHE DOESN'T SAY I DON'T KNOW HOW TO DO THAT. HER PASSIONS FOR CREATIVITY STEAM FROM LEARNING TO EXPRESS ONESELF. KNOWLEDGE IS POWER. SHE FEELS LIKE A DAMN SUPERHERO BEING A FIRST GENERATION GRADUATE..

STILL HUNGRY

HER PATH IS NOT POINT A TO B. SHE'S WILLING AND ABLE TO DO ANYTHING IN THIS FIELD. FLUENT IN FRENCH IS JUST ANOTHER BENEFIT TO YOU. SHE'LL BE THE OCTOPUS IN THE OFFICE. ERRANDS HERE. ORGANIZING THERE. CALLING CLIENTS IN FRANCE TO CONFIRM SAMPLES TOMORROW. BEING AVAILABLE AND DEPENDABLE. YOU HAVE TO UNDERSTAND. SOMEONE WHO WORKED THIS HARD TO GRADUATE EARLY WON'T LET YOU DOWN. SHE'S AVAILABLE THE START OF THE NEW YEAR. YOU HAVE A 1:1 CHANCE IT'LL WORK OUT.

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WHERE'D THEY GO?

WHERE THE CREATIVE THINGS ARE

ALEXCANDRA, A YOUNG CREATIVE SOUL.
REFUSING TO WEAR ANYTHING HER MOTHER OFFERED.
BECOMING VERY IRRITATED AND FED UP.
SHE WAS SENT TO HER ROOM.
REFERRING TO HER AS A "CREATIVE THING!"

THAT NIGHT ALEXCANDRA IMAGINED HER ROOM TURNING INTO A FASHION SHOW.
THEN THE WALLS WERE COVERED IN MAKE UP.
DRIPPING DOWN HER CHEEKS LIKE TEARS.
THEN THE MONA LISA POSTER ON HER WALL TOLD HER...
"IT'S OKAY TO BE A CREATIVE THING, JUST BEHAVE."

AS THE FASHION SHOW WENT AWAY.
AND THE MAKE UP GOT WASHED OFF.
AND THE MONA LISA WENT BACK TO HER NOTORIOUS FACE...
ALEXCANDRA REALIZED...

IN ORDER TO BE A SUCCESSFUL CREATIVE THING YOU MUST BEHAVE.
YOU MUST BE DRIVEN.
YOU MUST SELF-EXPRESS IN ALL THE RIGHT WAYS.

SO AFTER THAT NIGHT, ALEXCANDRA WAS NO LONGER SAD.
YES SHE WAS PROUD SHE WAS A CREATIVE THING.

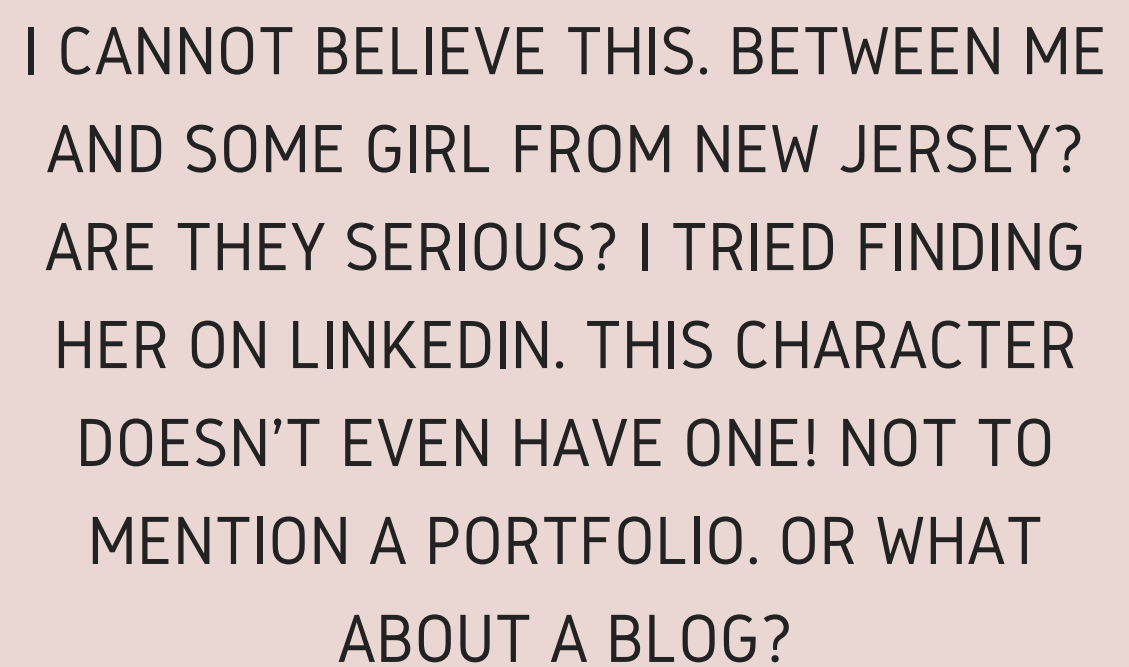
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SORRY WRONG TEXT

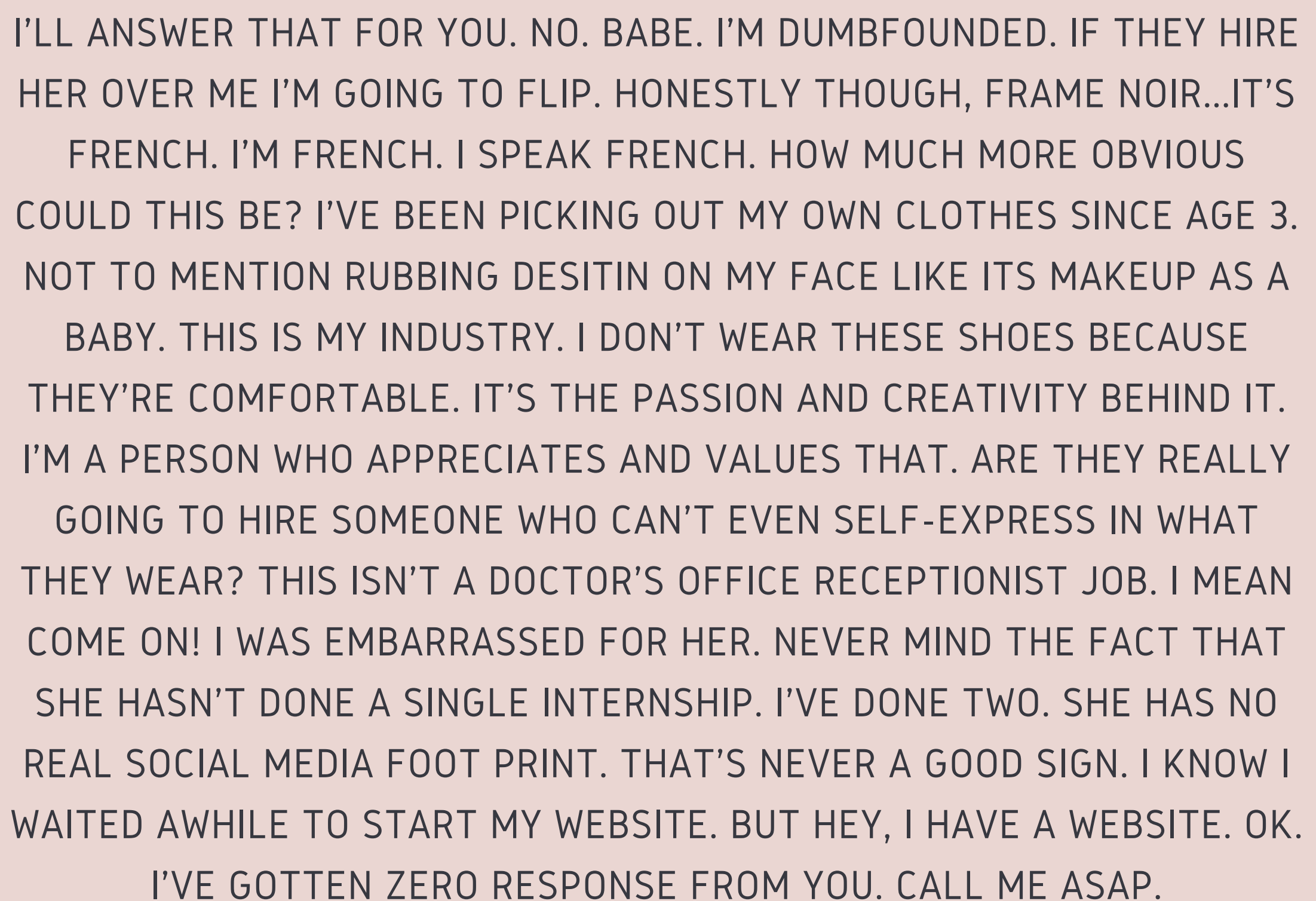
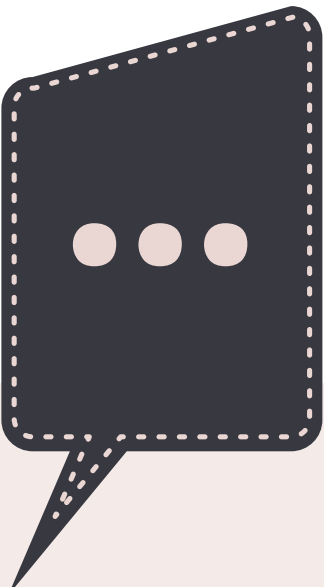
THINKING YOUR POTENTIAL BOSS IS BAE



I CAN'T EVEN



I CANNOT BELIEVE THIS. BETWEEN ME AND SOME GIRL FROM NEW JERSEY? ARE THEY SERIOUS? I TRIED FINDING HER ON LINKEDIN. THIS CHARACTER DOESN'T EVEN HAVE ONE! NOT TO MENTION A PORTFOLIO. OR WHAT ABOUT A BLOG?



I'LL ANSWER THAT FOR YOU. NO. BABE. I'M DUMBFUNDED. IF THEY HIRE HER OVER ME I'M GOING TO FLIP. HONESTLY THOUGH, FRAME NOIR...IT'S FRENCH. I'M FRENCH. I SPEAK FRENCH. HOW MUCH MORE OBVIOUS COULD THIS BE? I'VE BEEN PICKING OUT MY OWN CLOTHES SINCE AGE 3. NOT TO MENTION RUBBING DESITIN ON MY FACE LIKE ITS MAKEUP AS A BABY. THIS IS MY INDUSTRY. I DON'T WEAR THESE SHOES BECAUSE THEY'RE COMFORTABLE. IT'S THE PASSION AND CREATIVITY BEHIND IT. I'M A PERSON WHO APPRECIATES AND VALUES THAT. ARE THEY REALLY GOING TO HIRE SOMEONE WHO CAN'T EVEN SELF-EXPRESS IN WHAT THEY WEAR? THIS ISN'T A DOCTOR'S OFFICE RECEPTIONIST JOB. I MEAN COME ON! I WAS EMBARRASSED FOR HER. NEVER MIND THE FACT THAT SHE HASN'T DONE A SINGLE INTERNSHIP. I'VE DONE TWO. SHE HAS NO REAL SOCIAL MEDIA FOOT PRINT. THAT'S NEVER A GOOD SIGN. I KNOW I WAITED AWHILE TO START MY WEBSITE. BUT HEY, I HAVE A WEBSITE. OK. I'VE GOTTEN ZERO RESPONSE FROM YOU. CALL ME ASAP.

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THE BEST SCHOOLS

LEAD CAUSE FOR LAZY, ENTITLED WORKERS

DIAGNOSIS

EDU-KOSIS. SYMPTOMS INCLUDE: LAZY, ENTITLED RECENT GRADUATES. THOSE WHO WERE HANDED THE BEST EDUCATION BECAUSE THEY COULD AFFORD IT. THOSE WHO HAVEN'T WORKED HARD THEIR WHOLE LIFE. THOSE WHO WANT THE BEST JOBS. GET THE BEST JOBS. THEN FAIL AT THEM. YOUR COMPANY IS SUFFERING FROM EDU-KOSIS. THAT'S WHY YOU'RE HIRING. THE WAY NOTHING GETS DONE. YOU'RE TIRED OF IT.

PRESCRIPTION

LIFE HAS HANDED YOU THE MAGIC REMEDY. YOU SEE ALEXCANDRA IS LOOKING FOR A POSITION JUST LIKE YOURS. A RECENT GRADUATE WHO'S WORKED HER WAY THROUGH COLLEGE. WITH INTERNSHIPS DONE REMOTELY, WORRYING ABOUT THE WORK GETTING DONE. GONE. HAVING TO REPEAT DIRECTIONS. OVER WITH. SIMPLY TAKE A SINGLE DOSE OF ALEXCANDRA AND EDU- KOSIS WILL DISSOLVE.

SIDE EFFECTS OF ALEXCANDRA

A LESS STRESSED PR MANAGER. CREATIVE IDEAS FOR CLIENTS AND FUTURE EVENTS. A BACKBONE FOR THOSE STRESSFUL SITUATIONS.

FOR A SAMPLE CALL: (860) 575-1655