

Bruce N. Jones

Creative Director

FROM


Bruce N. Jones

Creative Director

TO

Wieden+Kennedy

DETAILS

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 Westminster, CA

COVER LETTER

Dear Hiring Manager,

I am excited to apply for the Creative Director position at Wieden+Kennedy. With over 10 years of experience leading creative teams and delivering successful advertising campaigns for some of the world's most recognized brands, I am eager to contribute my creative vision and leadership to your renowned agency.

In my most recent role as Senior Art Director at R/GA, I was responsible for overseeing the creative direction of digital and integrated campaigns for high-profile clients, including Nike and Samsung. I led a talented team of designers, strategists, and copywriters, collaborating closely with clients to deliver cutting-edge, brand-defining work.

One of my proudest achievements was leading a cross-platform campaign for Nike's "Just Do It" initiative, which resulted in a 40% increase in engagement and helped solidify the brand's position as a leader in global sports marketing.

I am particularly drawn to Wieden+Kennedy because of its iconic work with brands like Nike and Coca-Cola and its commitment to producing work that challenges conventions. Your agency's ability to fuse creativity with strategic thinking is something I deeply admire, and I would be thrilled to contribute to that tradition.

I am confident that my leadership experience and creative expertise would allow me to further elevate the agency's portfolio and collaborate with your talented team to produce groundbreaking work.

Thank you for considering my application. I look forward to the opportunity to discuss how my experience and skills align with the goals of Wieden+Kennedy.

Sincerely,

Bruce N. Jones