

# NEIL CHYTEN

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Human Resource Manager

Mrs. Cherilyn Williams

August 26, 2019

**Dear Mrs. Williams,**

When I discovered that your Company was hiring, I knew I had to apply.

I'm an award-winning marketing writer who has served Fortune 500 clients throughout the country.

With both a baccalaureate degree in Creative Writing from Western Washington University and a Certificate in Editing from the University of Washington, I have the foundation and experience to ensure my clients receive high-performance results.

I started my career as a copywriter initially hired for a two-week proofreading project by a leading specialty retailer. I advanced to full-time editorial support and was promoted to staff copywriter in September 2012. My responsibilities included writing fresh, lively copy for catalogs and websites, creating packaging content, editing online product pages and authoring SEO-friendly category pages.

Then I continued my career working for a Nonprofit Online University. I specialized in marketing workforce education programs for corporate partners. Responsibilities included developing public-facing website content for SNHU's Workforce Partnerships group; tailoring co-branded landing pages to individual and corporate partners; devising flyers and collateral content on behalf of varied SNHU degree programs.

Working in copywriting for the past decade, I excel at developing interesting, thoughtful creative that's optimized, strategically aligned, and true to the brand. I've had experience creating content calendars, style guides, pitch decks, plus wireframe, UX and SEO copy. I've also rebranded and rewritten entire websites, along with writing integrated campaigns that include website components, gift guides, banner ads, video and radio scripts, social media, email, and more. I've worked for some of the most trusted and established brands, like Capital One, Starbucks, Walmart, Sam's Club, Peet's, and SquareTrade.

I would appreciate the opportunity to meet with you to discuss how my qualifications make me ideally suited to the position. Thank you for your time.

**Respectfully yours,**

**Neil Chyten**

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