



Cover Letter
ANTONIO ESPOSITO

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To Whom It May Concern,

as an experienced Senior Graphic Designer with more than 15 years of experience in the creative industry, I am writing this letter to express my interest in having the opportunity to become part of your creative team.

Originally born in Italy, I have moved to the United Kingdom (Manchester) in 2006 where I got my British Naturalisation and Passport in 2013. In the past 13 years, I had the opportunity to work as a Senior Graphic Design, Head of Design and Digital Designer for a variety of web and marketing agencies as well as a Creative Director and Head of Design to a few multi-million pounds' corporates.

From day one, I believe that I can begin making valuable contributions to the creative and marketing team of your company. I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite and Macintosh devices will allow me to play a crucial role in the implementation of your print and digital design initiatives.

The following are highlights of my skills:

- Brand identity, logo design and development.
- UX / UI website design, responsive design and mobile application (iOS).
- UX / UI for CMS Content Management Systems and web application wireframing, prototyping and design.
- Landing pages design for client's conversion and marketing campaigns as PPC, Google Ads etc..
- Marketing materials design (web/print): banners, leaflets, brochures, booklets, magazines, Social Media campaigns, newsletters, online and offline advertising, posters, billboards, merchandise, signage.
- Corporate materials: legal documents, contracts, business cards, letterheads, manuals and presentations.

A comprehensive selection of my latest graphic design projects are available at the following link:
<http://antonioesposito.me/>

In addition to my Graphic Design expertise, I think it's important for me to mention that in 2015 I also completed an important Certification as Personal Performance Coach and NLP Practitioner with the Coaching Academy which is one of the most important institutions in Europe about Coaching.

This newly acquired skill helped me to improve my personal and professional life and at the same time, make a big impact in the life of others. Being a Personal Performance Coach also helped me to support, encourage and improve the performance of the Creative and Marketing teams I have worked with in the past.

At this moment, I am at a stage of life where I wouldn't be afraid to start a brand new re-location challenge in another city and/or in another country. I am ready and excited to take all the necessary steps forward to bring my life and my professional career to the next level.

Please, find enclosed my up to date Curriculum Vitae for your review. I welcome the opportunity to discuss with you how my skills and strengths can best serve your creative department. I appreciate your time and consideration.

Sincerely,

