**ENCLOSURES**

* Resume
* Application
* Official transcript
* Portfolio

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Dublin, OH

[LinkedIn](http://linkedin.com)

Senior Graphic Designer

**Kylene Swonguer, Senior Manager & HR Business Partner**

Bread Financial

3095 Loyalty Circle

Columbus, OH 43219

**RORY BLUMENTHAL**

**Dear Ms. Swonguer:**

Similar to your mission, I believe in simple designs, kindness, and serving others. As a graphic designer with 9 years of experience, I know how to collaborate with diverse teams to create innovative designs that ensure customer satisfaction and achieve marketing goals. I would love to work with Bread Financial to provide creative direction on print and digital media deliverables.

Most recently, as a senior graphic designer with Starbucks, I collaborated with a group of design teams to generate creative concepts per Starbucks' branding and strategy. I applied multidisciplinary business approaches and design principles to manage multiple creative projects as the lead designer. My designs and strategies resulted in an overall 9 percent decrease in customer acquisition costs and an 18 percent increase in search traffic.

Earlier, as the lead designer with HyPier Haunts, I helped their growing brand with a high level of variety and creativity for independent and large-scale products. There, I created numerous projects, including several photography essays, a complete branding revamp on all merchandise, and multiple advertising and social media campaigns, including several video series. By the time I left, I had boosted the cost revenue ratio to 60 percent, increased social media engagement by 23 percent, and increased the number of new customers by 17 percent.

Everywhere I have worked, I have aimed to initiate positive change through successful, encouraging designs and innovative leadership. As your senior graphic designer, I will lead projects that will further your brand and meet your marketing goals. I look forward to meeting and discussing more with you about how my experience can be part of creating tech-inspired financial solutions that are easy, empowering, and flexible.

Thank you,

**Rory Blumenthal**

**January 23, 2023**

**TO**