

Hey there —

Cheers. I'm Jessica Wolfe. Cover letters... Am I right? They can be boring to read and they can be boring to write. So, I'm going to do my best to make sure you enjoy this one at least a little, because I am here trying to convince you that I'm a good writer. And the product I'm selling is... me. (An easy product to sell in my humble opinion)

If what you want in an employee is someone who is focused, incredibly hard-working and hungry for opportunity, I'm her. If you're looking for someone who is good at multi-tasking, managing multiple projects and getting things done, that is me. Someone who excels at time management, is highly organized and has unique, creative ideas, it's me. All those words that probably end up meaning less and less the more you read through cover letters and resumes, all those words do apply to me. Now, I need to figure out how I can show you that.

Random fact that shows how hardworking I am: When I was in college, I went to school full-time and had two jobs. I've always had to focus on paying the bills first. For a few years, I had one day off a week and I thrived off of that. I love having multiple projects and to constantly be working, striving for more, pushing myself to new heights and seeing where opportunity takes me. I love a challenge, I love constructive criticism, I love learning and getting better at things. Copywriting is the direction I want to go with my life. Eventually, I'd like to write scripts for commercials, is that something I can explore in this position?

I want to point out the things you might feel apprehensive about on my resume. The biggest being that I have worked a lot of different kinds of jobs. I know what you're thinking, you look at it and hear a high-pitched voice in the back of your head saying "hard worker," "pushes herself in whatever role she's in," "high achiever," "multitasker," "able to manage multiple projects at once." That voice is followed by a deeper voice muttering "manager of a coffee shop?" "not as much copywriting experience as we'd like to see" and "it is a bit sporadic and all over the place." The truth is, I deeply enjoy doing a lot of different things. I am extremely adaptable, inspired and interested in a wide variety of subjects, industries and crafts. While this has been a challenge at times because I've lacked that wormhole focus some other people have, it does contribute to me being a great writer. I collect content, ideas and inspiration from a variety of channels. The constant through line in my life and career is that I love writing. I have a ton of personal projects I am always working on, these are the things that fuel my professional work.

My second truth I'd like to share is that I graduated college during COVID and I felt very confused about how to land a job in what I want to do afterwards. I spent two years working really hard to fix this very toxic workplace, a string of coffee shops in the West Village. It feels like I wasted those two years, but in reality I learned some valuable skills in that job and it really drove me to want more for myself. I spent all of 2024 working toward my goals, my goals being: writing. I managed to get a part-time job with artist Kevin Sudeith, a job I deeply enjoy, that gave me confidence and helped me understand what it means to work as a copywriter. My days consist of combing thru his materials and getting them to a publishable place, as well as many other responsibilities. In this role, I've explored every kind of copywriting there is: creating landing pages, general website copy, product descriptions, site descriptions, map creation, blog posts, email campaigns, cold-contacting, sales correspondents, grant writing, artist biographies, direct response for things like guided tours, PSA radio scripts, social media scripts, social media captions and strategy.

I spent the other half of the year working on a feature-length script, making rugs, doing production assistant jobs, working with an arts organization and trying to build my portfolio. After all of this, I can confidently say that I am ready to expand my skills and step into a more committed, serious copywriting role. I want the opportunities and support to really be able to put the hours into honing my craft, building my skillset, developing the areas I may be lacking, and take active steps to reach my goals. Ideally, I'd also love to work with people who inspire me and can teach me a plethora of valuable lessons, as I do think that opportunities to learn are what sets a good job apart from a great job.

The skills that I use when approaching copywriting are: my background in psychology and developing user personas. I draw inspiration from understanding my consumer, and if I'm feeling stuck it's because I'm thinking too closely to myself. Research fuels my writing practice, I believe there is always more to discover. My writing style tends toward finding punchy concepts, words, and phrases, creating something catchy and get to points quickly, without filler or fluff. But, of course, if the fluff is needed, I keep that in a compartment in my writing brain as well. I'm familiar with SEO practices, I've created email campaigns and I've managed social media pages.

I appreciate your time and consideration with my materials. I very much so hope to hear from you soon.
Feel free to comb through my portfolio here: <https://jwolfewrites.com/>

Warmly,
Jessica Wolfe

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