

[mm/dd/yyyy]

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Dear [Appropriate Prefix followed by Recipient's Last Name]

In case this is a formal introduction: My name is Fernand Chauffier (Nando for those who respectfully decline to butcher the French), and I like to think of myself as one of LA's more "up-and-coming" Creative Copywriters. But to give you a better idea of what that means, I've taken the liberty of recounting the tales of my recent conquests in a modest attempt to show off some of the style and substance I find myself partial to.

Having graduated from ArtCenter two years ago, I've had my first taste of agency life and started to put in the "grunt work," so to speak, as the foundation of my career. For the past eighteen months, I've had the great privilege (and unexpected patience) to write the copy for DirecTV's bi-monthly CRM newsletter among other promotional communications.

I took it all in stride, from concept pitches to scripts, proving my adaptability in the often unpredictable world of copywriting. Yet, I've come to realize that while I'm adept at playing the notes handed to me, I'm eager for a stage where improvisation isn't just an option—it's encouraged. Needless to say, I yearn for an environment in which I could spread my wings (creatively speaking) and have a chance to really show what I'm made of.

The "about me" which is totally different to the one on my website (do not cross-reference)

Assuming you might somehow find yourself at [fernampersand.com/about-me](http://fernampersand.com/about-me) and in an effort to share something different, here's something you don't always get from an autobiography: a second opinion.

For this, I've enlisted the aid of a (possibly biased) source to offer insight on what I'm like to work with.

For context, I've known Aanya Nigam since my first day at ArtCenter and she's been my most consistent AD partner since. From classroom concepting to jumping in and making me look good at KERN, Aanya has always shown up for me and performed with esteemed grace and good design. Like the timeless "fig 1" and "fig 2" of your favorite textbook, we've always worked to bring the visuals and copy together.



(fig 1 & 2 for "reference")

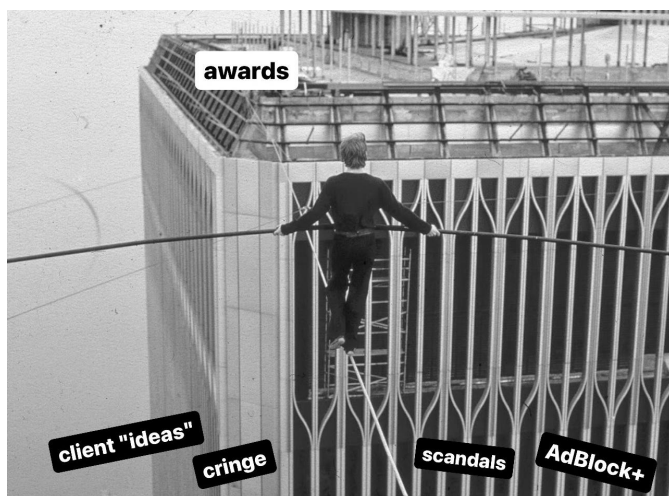
Thus I pass the pen:

(Reading the following in your interpretation of her voice is encouraged but not required.)

Nando may seem like he's only capable of making "gotcha" style work, but he is fluid from Taco Bell to Kaiser Permanente. He can plow the fields, but can also breed something new. His working method is fiercely improvisational but effective-- a very "yes and" kind of person. Despite having an "n" and an "o" in his name-- you'll never see him admit defeat.

I've spent many late hours working with him and even when morale is low and the energy is nearly spent-- he, without fail, will spin gold from twine--thus reinvigorating the brief with the kind of idea that feels as if one successfully walked a tightrope between two skyscrapers. (see fig.3)

(fig.3)



(fig.4)



If I were to personify his mind, it would be a hoarder's garage. To others, an amalgamation of junk and broken bits, but to us, a mine of nuance, and I'd never thought of it that way before. (see fig.4)

Many copywriters will proselytize about how they "have no ego" however, Nando actually doesn't have one. He will break bread with whoever he is paired with without reverence for titles or background. He makes work often made by those difficult "geniuses," but with the work ethic and presence of a reliable friend.

As beautifully as that was put and without censoring anyone, please consider this footnote:

I prefer the term "collector" to "hoarder," since a hoarder is ashamed of their things whereas I'd consider myself proud of my pile and would rarely pass up the opportunity to show it off.

With all this said, I feel compelled to continue with honesty. My motivations are not entirely pure; my actions (typing at the computer) are employment-driven. I'm reaching out in this fashion in the hope my words could have made you feel something, at least enough to read this far. Meaning, [INSERT AGENCY NAME HERE] is very much the sort of creative home I would love to be considered for. But even if there are no immediate opportunities, I would be honored to remain in consideration for future openings.

Very best,  
Nando