

DAVID BURNETT

PERSONAL DETAILS

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Application: Junior Copywriter position at Origin Coffee

Dear Hiring Manager,

I'm excited to apply for the Junior Copywriter position at Origin Coffee. As someone who combines a passion for storytelling with a deep appreciation for craft and sustainability, I'm drawn to Origin's commitment to creating meaningful experiences through coffee and community. While I'm at the beginning of my professional copywriting journey, my studies and personal projects have given me the foundation to write with clarity, empathy, and purpose, qualities that perfectly align with Origin's voice.

During my time studying English and Media, I developed strong writing and research skills through projects that explored brand storytelling and consumer culture. Beyond academics, I've run a small creative blog focused on ethical brands and local cafés, where I learned how to adapt tone for digital audiences and write engaging, conversational content. I also completed a short online course in Digital Marketing Fundamentals, which helped me understand how storytelling can drive engagement across email, social, and web platforms.

What excites me most about this opportunity is the chance to contribute to a brand whose ethos I genuinely believe in. I'm eager to help craft copy that connects customers not just to a product, but to the story behind it, from the growers to the roasters to the final cup. I'm curious, open to feedback, and motivated by the idea of learning from a team that values both creativity and integrity.

Thank you for considering my application. I'd love the opportunity to discuss how my enthusiasm, writing ability, and fresh perspective can contribute to Origin's growing brand story.

Sincerely,
David Burnett