Tasha Blake

Bristol · tasha.blake@example.com · 07700 900233

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Mr Rhys Okoro
Studio Director
Pellow & Vane Design
Unit 6, Cutler's Yard
Bristol BS1 9QZ

Dear Mr Okoro

Mid-weight designer: a speculative enquiry

I am writing to ask whether Pellow & Vane might need a mid-weight designer in the coming months. I have five years in packaging, print and social design, the last three in the in-house brand team at Harbourside Foods in Bristol, and I have followed your packaging for independent food and drink makers for some time.

Your work for small producers is close to what I do every day. At Harbourside I design packaging and point-of-sale for 46 product lines, and I rebuilt our packaging templates in InDesign and Illustrator so that the artwork for a new flavour takes half a day instead of two. I would bring the same care over printers' specifications to your clients' jobs.

My portfolio is at tashablake-portfolio.example.com, and the Harbourside packaging pages are the closest to your work. If it would help to see how I work first, I would be glad to freelance on a busy project.

Could I have 20 minutes to show you three projects, at the studio or on a call? I will ring the studio next week in case that is easier than replying. Thank you for reading.

Yours sincerely

Tasha Blake