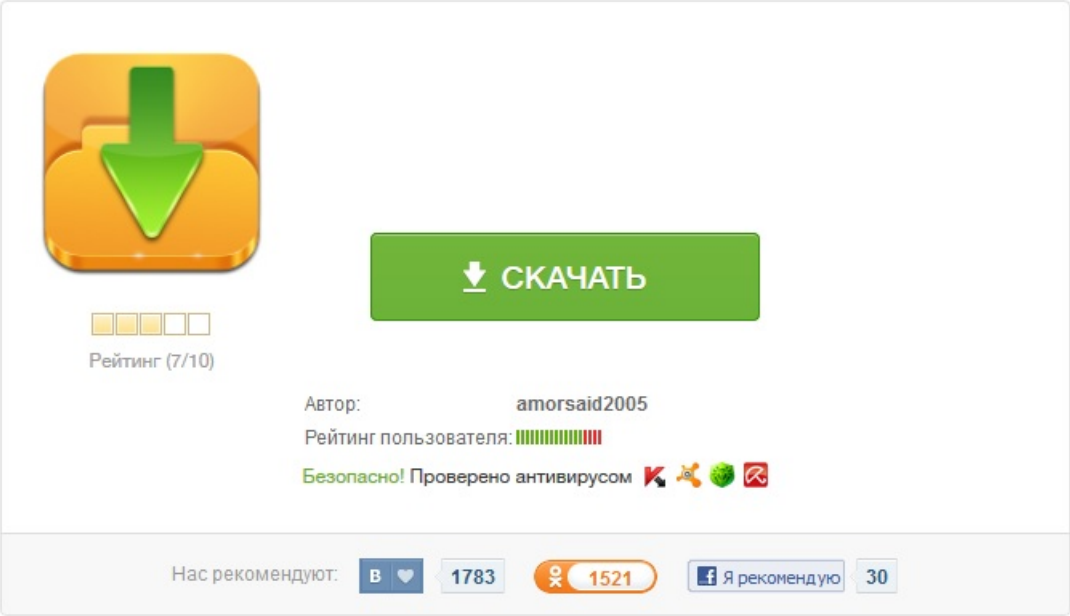мотивационное письмо на работу пример