

COVER LETTERS

ARE COVER LETTERS NECESSARY?

A cover letter shows an employer how your experience qualifies you for a particular position. Let them know why you want to work in their industry and for the specific organization and how you will meet the needs listed in the job listing. This is a great space to show off your writing skills. In most cases, a cover letter should accompany a resume.

WHAT IS THE BEST WAY TO SEND A COVER LETTER?

Use the method the employer requests. If none is specified, you may send an email with the cover letter in the message section and your resume as an attachment or with both your cover letter and resume as attachments. You can also insert a cover letter into the job application section of an employer's website.

- 1 Use the same heading you use for your resume.
- 2 If a name is unknown, personalize with the organization name and always use a colon.
- 3 Tailor your letter to the position description. Focus on strengths that define you as a candidate and are relevant to the position.
- 4 If printing, leave three spaces to sign your name. If emailing, leave only one space since there will not be a signature.

- ✓ A one-inch margin all around is preferred. If printing, use quality paper that matches your resume.
- ✓ The tone and formality of a cover letter varies based on industry and company culture.
- ✓ Conduct a spell check and review your letter carefully for errors.

SAMPLE COVER LETTER

1 **YOUR NAME**
City, State Zip Code
Phone Number
Email Address
LinkedIn URL (optional)

Date

Employer's Name
Title
Company Name
Address
City, State Zip

Dear Ms./Mr. Last Name: 2

OPENING PARAGRAPH: State that you are applying for a specific position and how you learned about the position. Use a contact name when possible. Personalize the letter by saying why you want to work for this organization. 3

MIDDLE PARAGRAPH(S): Succinctly outline the qualifications that make you a strong candidate. Avoid writing a chronology of your experiences; instead, relate your qualifications to the needs of the current job opening. Specific examples can demonstrate your skills and experiences.

CLOSING PARAGRAPH: Discuss your next action step, if relevant. Repeat your interest in the position. Thank the employer for reviewing your resume. Indicate the best way to reach you.

Sincerely,

4

Your Name Typed

TAILORING A COVER LETTER SAMPLE 1

NCAA DIVISION I ATHLETICS MARKETING INTERNSHIP DESCRIPTION

The women's volleyball and basketball programs are looking for a marketing intern to help develop and execute a marketing plan for the 2019-2020 seasons. The primary goal is to help both programs create an entertaining atmosphere to increase attendance at home events. The intern will establish key strategic partnerships with outside organizations, develop promotions and advertisements, and generate new ideas to market each sport.

QUALITIES AND COMPETENCIES SOUGHT IN THE CANDIDATE

- Basic computer skills: Word, Excel, PowerPoint
- Social Media: familiar with current social media formats for promotional purposes
- Exceptional communication skills via face-to-face encounters, phone, email and social media
- Highly motivated, creative and a sports enthusiast
- Able to learn and work independently on multiple tasks and projects
- Strong interpersonal and management skills, while being able to work in a team atmosphere

SAMPLE TAILORED COVER LETTER

First Last

San Diego, CA | (619) 260-4654 | first.last@sandiego.edu

May 29, 2019

Marie Zidek
Assistant Women's Volleyball Coach
University of San Diego
5998 Alcalá Park
San Diego, CA 92110

Dear Ms. Zidek:

I am writing to apply for the NCAA Division I athletics marketing internship position that was posted on Handshake through the University of San Diego. As a former basketball player, I think this internship would combine my desire to support athletes and my career goals to explore marketing in different organizations.

After reviewing the position description, I am confident that I have the skills you are seeking for this internship. I am a dedicated team player with the internship experience needed to work in your marketing department. As a media operations intern at Rad Pad, I worked with more than 100 clients each week to help them post and promote the properties they were trying to lease. In this role, I worked with several departments to problem-solve and meet the specific needs of each client. I found that when managing numerous projects at once, the key to excellent communication is active listening and asking questions to learn what clients want from our services. As the athletics marketing intern at USD, I would bring these skills in management, problem-solving and communication to increase attendance.

I am eager to join the USD Athletics Department, which for the past three years has won the prestigious WCC Commissioner's Cup trophy presented to the league member with the top performing athletics program in the eight-team West Coast Conference. This accomplishment shows your devotion to the top-level athletes who attend the University of San Diego. I would love to discuss in more detail how I can help your department meet its marketing goals through the NCAA Division I athletics marketing internship position. Thank you for your time and consideration.

Sincerely,
First Last

Resume Attached

*Assumes email correspondence. If printing, write "Resume Enclosed" and leave a space for signature.

SAMPLE TAILORED RESUME

First Last

San Diego, CA | (619) 260-4654 | first.last@sandiego.edu

EDUCATION

University of San Diego
Bachelor of Business Administration
Minor: International Business

May 2020

Auckland University of Technology, Auckland, New Zealand
Completed 15 units of business courses

1

Fall 2018

PROFESSIONAL EXPERIENCE

Media Operations Intern
Rad Pad, San Diego, CA

2

March 2019 - Present

- Maintain advertising campaigns on Facebook using Google Analytics, including trafficking creative, refreshing targeted keywords, updating budgets, and launching A/B tests
- Create weekly performance reports for clients
- Assist executive management in rebranding Rad Pad by creating templates, managing printing needs, updating the website and maintaining postings on Facebook
- Work closely with creative director to create ad content/copy for client campaigns

Office Assistant

Dr. Jim Johnson, San Diego, CA

May 2018 - August 2018

- Created and organized professional computer templates and forms for patient information
- Inventoried and organized medical materials
- Coordinated and scheduled patient appointments and communicated any outstanding insurance information to patients/insurance companies

Business Administration Intern

Italian Community Center, San Diego, CA

October 2017 - May 2018

- Worked one-on-one with the director to create operational processes, including but not limited to employee tracking spreadsheets, equipment inventories, parking assignments, training courses and client leases
- Maintained inventory of business supplies
- Distributed business administration data worksheets, collected completed sheets, analyzed the data and prepared a formal report for the director and upper level management

STUDENT ORGANIZATIONS

3

Member, International Business Club

Member, Kappa Delta Phi

Fundraiser, Globally Conscious Youth Club

Event Planner, International Student Government

Volunteer, Italian Club

2018 - Present

2017 - Present

August 2017 - May 2019

August 2017 - May 2019

August 2017 - May 2019

TECHNICAL PROFICIENCIES

Microsoft Outlook, Excel, Word, PowerPoint; Google Ad Words Analytics, Facebook Insights, Sprout Social
Social media platforms including Facebook, Instagram, Twitter and Snapchat

IMPORTANT NOTES

1

Include study abroad experiences.

3

Employers value well-rounded candidates. Be sure to include campus involvement.

2

List experience in reverse chronological order with the most recent experience first.

TAILORING A COVER LETTER SAMPLE 2

JOB DESCRIPTION: PUBLIC RELATIONS ACCOUNT COORDINATOR

We are an agency that specializes in public relations and social media marketing for business-to-business brands. Responsibilities include working with the social media team to facilitate communication campaigns, assisting clients with their media needs, maintaining successful relationships with key media members, writing press releases and pitch letters. Desired skills include the ability to prioritize and manage multiple tasks and excellent interpersonal and communication skills. We are looking for a self-starter who thrives in a fast-paced environment and works well as part of a team.

SAMPLE TAILORED COVER LETTER

To: klopez@cdevpr.com
Subject: Account Coordinator Position—First Last
Attachment: firstlast.pdf

Dear Ms. Lopez:

As a PR intern at i.d.e.a., I learned about the industry and myself. I learned how important a comprehensive campaign can be to business success and how a cohesive team can drive that campaign. Most importantly, I learned how much I love being part of the team. That feeling at 8:00 p.m. on a Tuesday night when everyone is sharing hours-old pizza and all of a sudden the ideas just come together — that's my place.

That's one of the main reasons I am applying for the public relations account coordinator position. After interning at i.d.e.a., I am familiar with your clientele and understand the high performance you expect from your employees; I am also applying because this position aligns with my strengths, the best that I can offer. I have the right experience and academic background to understand what clients need, and I thrive under tight deadlines.

As a communication studies major and marketing minor at the University of San Diego, the more I learned about these fields, the more I wanted to adopt them for my career. In addition to i.d.e.a., I interned at three other PR and marketing firms. I learned how to secure press coverage, create and manage social media, build strong relations with clients and craft pitches to local and national outlets. As a Division I athlete, I developed excellent leadership, teamwork and time management skills. I work well under pressure, have strong interpersonal skills and I am always eager to grow professionally. My baseline is optimism.

I look forward to meeting in person to discuss my passion for this career and my belief that I can contribute to your organization's success. My resume is attached for your review. Thank you for your time and consideration.

Sincerely,

First Last
619-260-4654
firstlast@sandiego.edu

TAILORING A COVER LETTER

SAMPLE 3

FIRST LAST

San Diego, CA • (619) 555-5555 • first.last@sandiego.edu
Linkedin.com/in/firstlast

October 5, 2019

Ronald Glenn
Sr. Manager, Talent Acquisition
Illumina
5200 Illumina Way
San Diego, CA 92122

1

Dear Mr. Glenn:

It is with great interest that I am contacting you about the **research and development internship (ID: 2364BR)** position with Illumina's iAspire Program. I am aware that Illumina's vision is to "apply innovative technologies to the analysis of genetic variation and function" and "to deliver innovative, flexible, and scalable solutions" to meet your customers' needs. As an undergraduate student studying biochemistry at the University of San Diego, I am eager to contribute my experience and enthusiasm to your mission, as well as to "learn, grow and become a fully integrated member" of the Illumina team. I have outlined the requirements you are seeking that correspond with my skills and experiences.

2

• Laboratory Experience

I have taken several relevant courses in DNA science and technology, biophysical chemistry, as well as biochemistry and chemistry labs, which have allowed me to practice sample preparation, DNA purification, plasmid preparation and other research techniques.

• Excellent Communication Skills

My work with the USD Medical Brigades in Honduras allowed me to provide educational talks on a variety of health topics to villagers in poverty-affected regions. Additionally, I was able to assist physicians, dentists and pharmacists with basic clinical care for patients. Through this experience, I have developed excellent communication and leadership skills while working in a fast-paced and enriching environment.

• Detail Oriented and Analytical

3

As an undergraduate researcher at the University of San Diego, I have experience following detailed laboratory protocols with minimal supervision. Additionally, I maintained instrument inventory and upheld clean physical conditions at all teaching labs and shared spaces.

I believe that these qualities, combined with my thirst for knowledge and dedication to advancing human health through scientific discovery, will allow me to make a positive impact at Illumina. I welcome an opportunity to talk further with you about how my skills and experience could benefit Illumina's iAspire internship program. Please see my attached resume for further details on my qualifications. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,
First Last

IMPORTANT NOTES

1 Include LinkedIn URL only if your profile is complete and polished.

3 Increase visual impact by selectively using bold, underlining and capitalization.

2 Highlight the experiences that most closely relate to the position you are seeking.