

Cover Letter guide

A cover letter is a document you submit along with your resume, when requested by employers. The letter creates the opportunity to communicate your specific interest in the company as well as the position, while highlighting career and educational accomplishments. It allows you to make a more personal professional connection to the opportunity than your resume would solely allow you to make. The cover letter should be an enhancement to your resume but remain a concise single page. A poorly written, generic cover letter can cost you the call for the interview.

Header

Your header formatting and content should match your resume - creating two cohesive documents

Date

Use the following formal format: August 1, 2019 - [month spelled out] [day], [year]

Employer contact information

Name (If unavailable, use Hiring Manager or Search Committee)

- You should do everything in your power to find the actual name of the person heading the search process. That might mean calling the company's Human Resources department to inquire about who is leading the search.

Salutation

Dear (Mr./Ms. last name, Hiring Manager or Search Committee):

First paragraph

The first paragraph serves as an introduction of yourself to the employer, and it sets the tone for not only the rest of your letter, but your candidacy for the position.

- Express interest in the position by using the specific job title and company name.
- Note how you found out about the opportunity (Examples: Company website, recruiter, friend or family member who is affiliated with the company, or third party website. If mentioning whom referred you, make sure to also list their job title and connection to the organization.)
- Explain why you are interested in that specific position. (Include details from the job description and highlight certain aspects that drew you to it.)
- Describe why you are interested in that specific company. Research the company using their website and social media; look for their values, mission statement, future goals. What connects you to their direction?

Body

Tell your story in one or two paragraphs. Highlight how your education and experiences have specifically prepared you for this position.

- DO NOT just copy and paste bullet from your resume. The cover letter should act as a hook, drawing them in, making them want to read your resume. You can summarize and highlight, but not give them all the information.
- Describe your qualifications and/or why you are equipped for the job.
- Specify the type of work you desire and what interests you about it.
- Indicate your goals for the position.
- Highlight your key qualifications, educational credentials, work experiences or personal attributes that directly relate to the job description.

Final paragraph

The final paragraph should thank them for their time in reviewing your professional documents and considering your candidacy. It should reiterate your enthusiasm for the position and convey that you look forward to continuing the conversation.

Complimentary close

Sincerely, Best Regards, Warm Regards

Hand written signature

- Sign your letter, above your typed name in blue or black ink and scan your letter in as a PDF.
- For online applications, create a digital signature and insert above your typed name as a JPG.

Type your name

Reminders

- DO NOT send the same cover letter to two different organizations.
- Tailor each cover letter to fit the organization's job description.
- Refer to the job description to find key words, skills and abilities required for the job, then echo those words within your cover.

Your Name

Green, Ohio 44444 • 330-444-5555 • sresume@starkstate.net • www.linkedin.com/in/name

Melissa Smith
HR Director, ABC Company
1234 Public Square
Cleveland, Ohio 44114

September 15, 2019

Dear Ms. Smith:

I am writing to express my interest in the Marketing Internship position at ABC Company, that I recently gained knowledge about while speaking with Jane Smith yesterday at the Business and IT Fair at Stark State College. Through our conversation, I was particularly impressed with the Mentorship Program and the professional growth opportunities within the company as well as ABC's commitment to serving the community through employee initiated service days. I truly believe that the community is shaped by the businesses within it, and ABC's impact is prevalent. The opportunities noted for this position in the job description were of particular interest to me because of my strong desire to utilize my creativity to develop marketing campaigns, organize functional events throughout the company, and analyze current processes to help implement new strategies. I am passionate about professionally developing within a team-based environment, and I am confident that my academic performance, work, and leadership experience would be a valuable asset to ABC Company.

I am currently enrolled in my second semester at Stark State College as a marketing major. Through my coursework, I have received broad exposure to the business world and strong technical skills training in the areas of design programs, programming languages, and marketing development platforms. Outside of the classroom, I am an active member of the Student Advisory Council for the SSC Career Services Office, which has helped me develop my professional communication skills and networking abilities. Additionally, I participate in the SSC Student Government Association, which has allowed me to impact organizational policy and student programming across campus. Beyond Stark State, I have applied my classroom knowledge during a previous internship at Creative Link, a marketing firm located in Akron, Ohio. There, I utilized my skills to take over the corporate communications for the company as well as manage their social media campaign. Working, while going to school, has developed my strengths in organization, multi-tasking, and prioritization, and I would enjoy bringing those into this role.

Thank you for your time and consideration as you review this cover letter and my accompanying resume. I truly believe I am a strong applicant for the position and would welcome the opportunity to discuss the Marketing Internship role with you further. Should you have any questions about my candidacy, please don't hesitate to reach out. I look forward to hearing from you and the possibility of becoming one of the valued team members at ABC Company.

Sincerely,

Your Name (Hand signed)

Your Name