




# *The CSE* Cover Letter Guide

Adapted for all Programs

Career Strategies and Engagement (CSE)

The background of the slide is a composite image. It features a vintage-style map with various geographical labels like 'GREENLAND' and 'HAFNIN'. Overlaid on the map is a brown leather bag with a strap and a metal clasp. A compass rose is also visible on the right side of the bag. The overall aesthetic is that of an explorer or a traveler.

A **cover letter** is a way for you to show to the employer that you have the specific *hard* and *soft* skills that are required for the internship or job.

“In fact, more than half of employers (**58%**) said they prefer to receive cover letters and find them very valuable, according to a recent Robert Half survey of more than 2,800 senior managers.”

- [Robert Half Blog](#)

WHY WRITE  
COVER LETTERS?





# In This Guide

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*Cover Letter Body*

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**WAIT!** Before you begin...

Always read the job description and application instructions thoroughly to make sure you address all specific instructions.



- ✓ Match Font and Header (Name/Contact Info) to Resume
- ✓ Avoid abbreviations (spell out Street, Road, Avenue etc.)
- ✓ Always say “Dear” never Hey, Hi or Hello
- ✓ Address to person’s name if possible, or “Hiring Manager”, “Talent Acquisition Team” or “Hiring Team” (NOT “To whom it may concern” or “Sir/Madam”)
- ✓ Address recipient as Mr. Last Name or Ms. Last Name (not Mrs.). Never address by first name
- ✓ Date September 14, 2020 or 09/14/2020

Your Full Name

Waltham, MA | US Phone # | Brandeis Email | LinkedIn

Date

Employer First Name Last Name (if you can’t find it, write Hiring Manager)

Employer Title or Department

Company Name

Company Street Address

City, State Zip Code

Dear Mr./Ms. Last Name, OR Dear Mr./Ms. Last Name:

Formatting Your Cover Letter

**Ziyi (Bethany) Xin**

Waltham, MA | 617-555-5252 | [ziyixin@brandeis.edu](mailto:ziyixin@brandeis.edu) | [www.linkedin.com/in/ziyixin](http://www.linkedin.com/in/ziyixin)

September 14, 2020

John Smith  
Human Resources Director  
LEK Consulting  
123 Main Street  
Anytown, MA 02530

Dear Mr. Smith:

Paragraph one is for an introduction about who you are and why you are writing to Mr. Smith. See next section for more details about how to write paragraph one.

Paragraph two is where you go into more detail about your experience and how you would be a good fit for this position. This paragraph is essentially your “sales pitch”. See next section for more details on how to write paragraph two. (Depending on the length of your sales pitch, paragraph two could expand into an optional paragraph three).

Your final paragraph, whether it is your third or fourth, is your concluding paragraph. See next section for more details on how to write a stellar final paragraph.

Sincerely,  
Bethany Xin

Dear Mr. Smith,

I am writing to apply for the XYZ position at ABC Company as posted on Handshake at Brandeis University. With data analytics internship experience and strong interest in financial technology, I am excited to explore this opportunity... *You will expand more on this in the next paragraph.*

*See next page for more on paragraph two.*

## Introduction | Paragraph One

*Who are you and why are you writing?*

- ✓ Don't say "My name is.." Keep it brief!
- ✓ Indicate job/internship title and where you learned about the position/why are you interested in the position and company
- ✓ Show why you are a good fit - go beyond the company website (1 sentence)
- ✓ Make sure to address any specific application instructions (i.e. "Please include in your cover letter which location and division you would like to work in")
- ✓ If you have a connection, mention it here (i.e. "Professor Jane Smith suggested I apply for this position")



“My past two internships have helped to develop my A and B skills. As a ZZZ Intern at XYZ Company, I...”

*....describe a project or task you worked on that highlights A and/or B skills.*

Do not copy directly from your resume.  
Develop in a bit more detail.

**This is the  
most important  
part of the letter.**

**Paragraph Two**  
*Matching Experience with  
Opportunity*





- ✓ Study the job description and company profile carefully, then identify 2-3 specific skills or qualities the company seeks
- ✓ Write a compelling paragraph that supports those 2-3 items with *specific* examples from your own experience. This could take 1-2 Paragraphs
- ✓ Lead with work/internship experience. Support with academics, leadership, clubs, and volunteer experiences when needed
- ✓ Highlight both your relevant soft skills and your relevant hard skills
- ✓ Don't try to summarize your entire background in your cover letter (employer will see your resume). Focus on evidence/examples that match the specifics of the position

See [\*Cover Letter Exercise\*](#) for tips on connecting your experience to the position description!

# Conclusion | Final Paragraph

ABC Company's...*characteristic that you admire about the company...* is exactly why I am eager to join the DEF team.

*AND/OR*

My strong interest in... *topic/function/industry of the company you are applying to...* and strength in ...*your skill* make me an ideal candidate for the XYZ role.

I look forward to having the opportunity to discuss the position and my skills in more detail. I am best reached by email ([ajohnson@brandeis.edu](mailto:ajohnson@brandeis.edu)) or phone (781-736-8502). Thank you for your consideration.

Sincerely,

Amanda Johnson



# Always Include a Call to Action

“I look forward to having the opportunity to discuss the position and my skills in more detail. I am best reached by phone (*include number*) or email (*include email*).”

- ✓ Restate interest in the position
- ✓ Remind how you can be reached (telephone, email)
- ✓ Thank reader for time and consideration

- ✓ Cover letter is one page
- ✓ Header and font match resume
- ✓ Features examples that match your background to 2-3 skills/qualities indicated in job description
- ✓ Checked for spelling & grammar
- ✓ Contains no slang, jargon, or contractions (i.e. “I am” *not* “I’m” and “Dear” *not* “Hey, Hi or Hello”)
- ✓ Addressed to person’s name if possible, or “Dear Hiring Manager”
- ✓ Varied sentence structure, not every sentence begins with “I”
  
- ✓ **Checked once more for spelling, grammar, punctuation and style**
  
- ★ *Helpful hint! Use [Grammarly](#) to check your cover letter for basic errors*

## Cover Letter Checklist





Practice preparing to write a cover letter by choosing a job/internship description (either a position that you plan on applying to or one that you find interesting) and identifying two to three important requirements listed in the description that you are trying to address (and demonstrate evidence of) in your cover letter.

1. Pick a job description
2. Identify 2-3 skills/qualifications that you can connect with an example in your cover letter
3. Identify examples/evidence from your experience to match these skills and practice writing compelling sentences

## Cover Letter Exercise

*Practice sentences for Paragraph Two*



# Cover Letter Examples

**Brandeis**

INTERNATIONAL  
BUSINESS SCHOOL



# Organized by Industry

|                           |    |
|---------------------------|----|
| <u>Consulting</u>         | 2  |
| <u>Data Analysis</u>      | 4  |
| <u>Economics</u>          | 7  |
| <u>Finance</u>            | 8  |
| <u>General</u>            | 10 |
| <u>Investment Banking</u> | 12 |
| <u>Management</u>         | 16 |
| <u>Marketing</u>          | 17 |
| <u>Startups</u>           | 18 |
| <u>Tech</u>               | 19 |

Dear Hiring Manager,

I am a graduating MBA student at Brandeis International Business School with an undergraduate major in Biology from Brandeis University as well. I was extremely impressed with Deloitte's approach to consulting after speaking with Yelena Shklovskaya. Deloitte is unique in having the ability to form diverse teams to tackle all the problems a client may have. As a member of the Strategy & Operations group, I may have the opportunity to meet and work with a variety of people in this consulting group, in other areas of consulting, and outside of consulting as well. In particular, I like the amount of attention and dedication that Deloitte puts into working with its clients, not only by devising effective strategies to address the clients' problems, but also by often implementing the recommendations on-site. Therefore, I am writing to request an invitation to interview for a Business Analyst position with Deloitte.

In the past two years, I have been involved in strategy consulting, pharmaceuticals, and government affairs for a non-profit healthcare organization. This summer, I worked in strategy consulting for Putnam Associates. My 6-member team evaluated the marketing efforts for a major pharmaceutical company's organ transplant drug. Through my management of recruitment and interviews with 98 physicians, I obtained primary research and analyzed it on national and regional levels to recommend and help implement improvements in the client's marketing plan. I learned how to work in a deadline-oriented environment, held responsibility for large segments of a team project, and enhanced my quantitative skills through analysis of primary and secondary research data. In addition, I conducted independent research to form recommendations when launching a drug that follows a related product, and I presented these key considerations to all Putnam employees.

I have been a volunteer in public policy for 7 years with the March of Dimes Birth Defects Foundation. I lobbied Senators at both the Massachusetts and California State Capitols, as well as on Capitol Hill in Washington, D.C. Lobbying has taught me negotiation skills, the need for contingency plans, and the ability to make quick yet innovative decisions. Two years ago, I was appointed Director of Massachusetts Youth Public Affairs and asked to be a member of the state's Public Affairs Council. My responsibilities include developing, organizing, and implementing the Foundation's annual public policy objectives in an ultimately results-driven environment.

Through my experience with Putnam Associates and the March of Dimes, along with my modeling work at Brandeis International Business School, I used my management skills to negotiate and consult with others, analytically design a successful plan, and execute my ideas. I am confident that I can bring my strong, diverse technical and business background to best fit the current needs and future ventures of Deloitte.

I welcome the opportunity to speak with you about my qualifications and ways that I can contribute to Deloitte. You can best reach me at 617-XXX-XXXX. Thank you and I look forward to hearing from you soon.

Sincerely,  
Jane Doe



Dear Ms. Walsh,

I am applying for the Associate Consultant position with [Company Name]. After researching the role via a conversation with [Person 1], I feel that my background in finance, leadership success, and academic achievement would be a valuable asset to [Company Name]. Further, [Company Name] appears to be a place where I could excel both personally and professionally as [blank] and [blank] are ingrained in the company culture and mission.

I will be graduating in May of this year from Brandeis University. I have a 3.9 GPA and have already earned departmental honors (awarded to the top 5% of students in the department). In addition, I have been the captain of the school's NCAA varsity soccer team for two seasons.

Professionally, I have four key proven skills that I could contribute to [Company Name]:

**Quantitative Data Management:** While working at a \$900M construction company, I managed the data validation process on an enterprise-wide mission critical ERP database rollout. Through this experience, I've developed the ability to work with large scale IT systems.

**Analytical Decision Making:** In a recent analytical web marketing internship, I optimized five campaigns that increased traffic and website conversion by 150%. I did this by designing, testing, executing, and analyzing the results of multiple marketing experiments.

**Interpersonal Skills:** At the same internship, I presented to client executives and prospective employees in sales and recruiting meetings.

**Effective Writing Skills:** While working with a non-profit municipal lobbying firm, I conducted an in-depth economic analysis of a proposed legislation impacting lower-income communities. Based on this analysis, I wrote a speech and presentation for the firm's senior partner to use in testifying to local government officials. Based on this testimony, government officials amended pending legislation to reflect my written recommendations.

Combined with strong academic achievement and a track record of student leadership, these skills would allow me to contribute to [Company Name]. I appreciate your time in considering my application, and I look forward to hearing from you. I am best reached via cell at 978-XXX-XXXX.

Sincerely,  
Ana Garfield

Dear Ms. Jones,

Coming off an enlightening data analyst internship, I was excited when I found your new opening for an entry-level data analyst on Handshake, Brandeis International Business School's career platform. As a Master of Science candidate for Business Analytics, and further as a data analyst intern, I have developed and tweaked my informatics, data science, and statistical analysis skills, and I know I have what it takes to be a great addition to the team at Tribeca Teknologix.

As an intern with Ingenious Informatics, I worked on many small- and large-scale projects which allowed me to expand my data toolset and knowledge. That experience, coupled with my university IT background, gives me a great understanding of the ins and outs of data, including systems analysis, business practices, database management systems, emerging technologies, business trends and IT project management.

During my time at Ingenious Informatics, my wins included:

- Designed and built over 50 statistical analysis models on using Teradata.
- Increased data collection and processing rates by over 175% with AI and ML integration and new proprietary software.
- Won the Quantiles 2019 Awards for Excellence for "Top New Practitioner."

I am quite proud of the results I achieve, whether it is simple data entry or complicated calculations and compilations. If you give me the chance to interview for the data analyst job, I am certain you will not be disappointed.

I eagerly welcome the chance to discuss the upcoming projects and plans of Tribeca Teknologix, as well as to share with you how my past wins at Ingenious can easily translate to increased insight and better predictions at TT. If you have time for a coffee, I would love to sit down with you and discuss how I could bring my increased data processing rates (175%) over to Tribeca Teknologix. I can best be reached at 978-XXX-XXXX or [student@brandeis.edu](mailto:student@brandeis.edu). Thank you for your time and consideration.

Sincerely,

Deborah Stansberry



Dear Mr. Rakowsky,

As a second year Master's candidate in International Economics and Finance with a concentration in Data Analytics at Brandeis International Business School, I am reaching out to express my interest in the [name of] position at [company name]. [Company name] excites me as you are leaders in [company quality] and [company quality]. I currently work as a [recent internship title] at a [industry] company based in [location]. In this role, I have played an instrumental part in [action #1], [action #2], and [action #3].

With a commitment to solving for [business need], I have developed a strategy that has helped the company achieve:

- [statistic]
- [statistic]
- [statistic]

After reviewing the job description for the [job title] position at your company, I am eager to apply this experience to help your [department] team uncover and execute on [business need #1], [business need #2], and [business need #3]. I feel confident that my [area of expertise] skills and knowledge of the [industry] space positions me as an excellent candidate to [action item].

Attached is my resume, which further details my qualifications. Please reach out to me any time for more information at 617-XXX-XXXX. Thank you for taking the time to review my application, and I look forward to speaking with you about this exciting opportunity.

Best Regards,  
Natalie Watkins

Dear Eloise,

I am excited to be applying for the Data Analyst position at Cloud Clearwater. As someone with a lifetime love of relational mathematics and pattern recognition, I thrive on digging into complex data sets and producing insightful, data-driven strategic recommendations. I am eager to turn my talent for analyzing big data into actionable growth strategies for Cloud Clearwater.

During my previous internship at River Tech, I supported our sales, marketing and executive teams with recurring market insight reports and ad hoc data analysis. I pioneered the use of predictive modeling techniques to generate revenue forecasting reports with a high degree of accuracy, resulting in a 22% improvement in cash flow cycles. In addition to multiple commendations from senior leadership for developing successful Business Intelligence models, I was also nominated for the Rising Star Award at the prestigious 2016 Data, Analytics, & Insight Awards.

Currently, I am a Master's candidate at Brandeis International Business School for Business Analytics. Having completed multiple academic team projects plus a summer internship in data analytics, I am experienced in platforms and languages ranging from R and Python to SQL, Tableau, and Excel. In addition, I have honed my professional presentation skills through numerous classroom presentations at Brandeis and had the opportunity to deliver recommendations to the leadership team at my internship.

Thank you for your time and consideration. I can most easily be reached at 978-XXX-XXXX. I am looking forward to learning more details about the Data Analyst position and about Cloud Clearwater. I am thrilled at the opportunity to use my expertise and experience to identify key data patterns and develop predictive models to help Cloud Clearwater achieve its strategic and operational goals.

Sincerely,  
Ebony Moore



Dear Ms. Milani,

I am writing in regard to the Research Assistant Position as posted on LinkedIn. I am very interested in the field of consulting, and would be honored to apply my academic and internship experience to this exciting position at Putnam, Hayes, & Bartlett, Inc.

As an International Economics and Finance Master's candidate at Brandeis University, I have taken a robust course load preparing me for a career in economic and management consulting. In Managerial Economics and Applied Econometrics with R, I studied game theory and economic modeling. Currently, in Applied International Macroeconomics, I am learning the intricacies of large-scale economics and monetary policy. I have also taken managerial and negotiations courses which will help me to work effectively on project teams and with clients. I enjoy using computers and have extensive experience with application software. As can be seen through my academic record, I love to be challenged, to work hard, and to excel, and I have supplemented my education with internships and summer employment. Through these experiences, I have been able to express my creativity and enhance my analytical abilities. In both academics and employment, I am self-motivated and dedicated. I work not only until the job is done, but also until it is done well.

I am very interested in working as a Research Assistant, for I feel that my abilities and interests will help me to succeed at Putnam, Hayes, & Bartlett, Inc.. Putnam, Hayes, & Bartlett, Inc. exhibits an exciting and collaborative culture that I would be thrilled to help foster and grow. I will be in town the week of March 19th and would like to meet with you to attain more information about your organization and to further discuss my qualifications for the position.

I will plan to call you in two weeks to schedule an interview. In the meantime, if you need any more information from me, or if you have any questions, please feel free to call me at (213) XXX-XXXX. Thank you for your time and consideration.

Sincerely,  
Hannah Davidson

Dear Mr. Watkins,

I was truly elated when my student project on cash flow improvement won the first prize in a local business club contest. Two months after that, my solution was implemented at a construction company where it cut change orders processing time by 20%.

When Professor James Henry told me about an internship opportunity with TD Finance, I knew this was an unmissable occasion for further growth, surrounded by outstanding financial professionals.

I have always had a strong desire to pursue a career as a leader in the finance function. As I believe the only way of reaching this goal is through adopting a results-oriented attitude reflected in initiative and accountability, I have used my time at Brandeis International Business School to develop these qualities. I also have gained hands-on quantitative, analytical, and problem-solving skills by completing such courses as:

- Investments
- Corporate Finance
- Introduction to Negotiations

I would love to demonstrate to you that my GPA of 3.98 shows not only my commitment to learning, but also reflects my inherent passion for finance and propensity to grow among dedicated and results-oriented people.

Could we schedule an appointment next week to discuss how I could contribute to the Finance Leadership Development Program and help your company find optimal solutions to its current business needs? I can best be reached by phone at 978-XXX-XXXX. Thank you for your consideration and I look forward to hearing from you!

Best regards,  
Peter Thurlow

Dear Ms. Liang,

I am currently a graduate student studying for an MA in International Economics and Finance at Brandeis International Business School and am writing to apply for the [position name] role as advertised on Handshake.

Financial Services (FS), one of the world's most powerful professional services firms, would be a fantastic place to start my career, and I would bring my internship experience and academic knowledge to the team. I had the good fortune of meeting FS representatives at a presentation held by the firm at Brandeis this year, and I was inspired by their enthusiasm, professionalism and substantial experience. I was particularly impressed with FS's commitment to investing in staff by closing all offices for the day and bringing together 10,000 employees for the "FS100 event" last year. When reading about this event I was reminded of an additional course I took last year in Human Resources, where I learned about the factors that can help energize employee behavior which included being rewarded for their efforts with away-days and feeling part of the organization's development and strategy.

Audit particularly appeals to me due to the need to continually learn by staying abreast of regulatory changes and completing the ACA qualification. I am also attracted by the variety of organizations and sectors you would learn about through the audit process. I have already had diverse work experience within the insurance, fast-moving consumer goods, education and real estate industries. I look forward to experiencing other sectors, and am confident that my existing knowledge will assist me in understanding the broad range of businesses within which FS operates.

FS's clients include the world's most prominent institutions. During my internship within the Actuarial department of China Life, I learned the importance of maintaining strong client relationships as part of a team analyzing employees' retirement statistics to enable the client to make a valid pension product choice. I communicated regularly with the client via email and phone to ensure our work met their requirements. I anticipated a problem with our calculations and brought the solution to the client before they had thought that this might be an issue.

Outside of my academic studies and work experience I have enjoyed being part of successful teams through society involvement. I recently initiated a fundraising activity with 20 students for the Unicef Tsunami Relief Fund. We set ourselves a target of raising \$6,000 within two weeks to contribute to vulnerable families. We brainstormed fundraising strategies as a team and I came up with the idea of replacing our current bucket collection approach with a 'door-to-door' strategy. After one week of fundraising, when some team members had been struggling to achieve donations, I suggested that we share success stories to encourage each other and develop fundraising good practice. This helped team members overcome their fundraising challenges and at the end of the two weeks we successfully raised over \$7,000.

I am confident that the above demonstrates my suitability for the [position name] position at FS. I will reach out in one week to schedule a time to meet. In the meantime, please feel free to call me at 617-XXX-XXXX with any questions. Thank you for your time.

Yours faithfully,  
Lucy Sherr



Dear Ms. Gondola,

I am reaching out to express my interest in the [job title] position at [company name], as posted on Handshake at Brandeis University.

I am a [adjective #1], [adjective #2] professional who prides [himself/herself/themself] on the ability to [action #1], [action #2], and [action #3].

After completing a Master's degree from Brandeis International Business School in May 2020, I have continued to develop my [industry] knowledge through [internship/extra curricular/side project/etc.]. I have supplemented my education with actual career experience in [industry internship]. These opportunities have allowed me to apply [skill #1], as well as [skill #2], to real-world experience.

As I look forward to my next chapter, I hope to apply my experience and perspective to help the [company name] team hit and exceed goals. I admire [company name]'s commitment to [business priority] and feel passionate about your mission to [company mission here].

Attached is my resume for further review. I would relish the opportunity to grow my career at [company name] and hope to connect soon to discuss my qualifications.

Thank you in advance for your time and consideration. I look forward to continuing the conversation on how I can best contribute to [company name]. I am best reached by my cell at 978-XXX-XXXX.

Sincerely,  
Heather Lockhart

Dear Hiring Manager,

As a self-driven, dedicated professional passionate about [industry], I am excited to apply for the [position]. I know about [company name] through a good friend of mine, [internal advocate & their title], who raves about the company. As I explored [company name] more deeply, I quickly learned how closely it aligns with my own experience and interests.

[Note: Adapt some of the sentences in this paragraph to show evidence of skills/experience the company seeks:] Having worked in [industry, company], I have developed a first-hand understanding of [the frustrations associated with increased paperwork and documentation requirements set by insurance companies]. I understand the importance of [streamlined easy-to-use software], and will bring my related work experience to [company name]. I have extensive experience [building lasting relationships with various and sometimes hard-to-reach clients]. I have done a lot of work on [xyz experience that the company seeks], and my [personal quality, such as curious nature] contributes greatly to my success in this arena.

[Note: The last paragraph can highlight something that differentiates you from other candidates] Most importantly, my [commitment to fostering culturally and functionally diverse environments drives me toward success]. I constantly strive to cultivate this through my [personality trait], conscientiousness and enthusiasm towards small tasks and large projects alike. I am not afraid to roll up my sleeves and am often found doing whatever needs to be done, and I will bring this enthusiasm to my work at [company name].

Thank you for your consideration. I am best reached at [phone] or [email], and look forward to scheduling a conversation at a mutually agreeable time.

Sincerely,

[your name]

Dear Ms. Surrey,

I recently attended Storgan Manley's information session at Brandeis International Business School and had the pleasure of meeting your colleague, Jane Nguyen. I was very impressed by what I heard from Jane and enjoyed our discussion about [finance topic you discussed at event]. I am passionate about pursuing a career in Investment Banking at Storgan Manley and have attached my resume for your consideration.

I have had three internships in [your area of finance] where I was directly involved in [some kind of deal or transaction] which have taught me a lot about [specific area of investment banking]. Through this experience I gained valuable [financial modeling and valuation skills, or other relevant topics] skills that will bring value to my future work. Additionally, I have passed CFA Level II and am keen to apply this knowledge in a professional setting.

Based on the conversation I had with Jane Nguyen, I believe I am a good culture fit with Storgan Manley, which is why it is my first choice. I share the same values of [teamwork and community, or other company values], as evidenced by my leadership in the [name of finance or investment banking club] and can envision myself contributing well to the team.

I have attached a copy of my resume and welcome the opportunity to speak with you about this opportunity in more detail. I can be reached directly at [cell phone number] and [email address] and appreciate your time and consideration in my application for this position.

Sincerely,  
Edward Cullen



Dear Ms. McDermott,

As the recent acquirer of an MBA from Brandeis International Business School, I was excited to see the Junior Investment Analyst opening on your website. My previous JP Morgan internship experience has honed my accounting, risk, international markets, financial statement analysis, and financial modeling skills, and I look forward to the opportunity to bring these skills to the position at Goldman Sachs. I feel that I connect deeply with the culture of hard work and dedication unique to Goldman Sachs, and know that this alignment would bring great success to my integration with the team.

During my JP Morgan internship, I further developed the investment strategy and finance skills I learned in my MBA program, which included researching foreign direct investments and up-and-coming tech companies.

At JP Morgan, I've had several proud achievements:

- Instrumental in research and analysis for a \$5B software firm acquisition
- Supported IPO initialization for 10+ startups onto NYSE and Nasdaq
- Researched and captured data for 35 companies, successfully obtaining investment for 32 of them

As these results demonstrate, I am passionate about investment banking, and if given the chance to join Goldman Sachs, I would bring that same passion for success. I would welcome the opportunity to discuss your investment plans for the coming year and show you how my experience at JP Morgan can translate to Goldman Sachs. I can be reached directly at 978-XXX-XXXX. Thank you for your time.

Sincerely,  
Carmen Villanueva

Dear [Mr./Ms.] [Manager's Name],

My name is Jamie Hass, and I am writing in support of my application for the Investment Banking Associate position at David Blair & Company. While a Bachelor's Degree in Economics and a Master's Degree in Business Administration from Brandeis University have given me the fundamental knowledge necessary to be a successful investment banker, it's the 2+ years at LTA Inc that's significantly furthered my expertise.

Over the last 2 years as an analyst in the M&A division at LTA Inc, I have contributed meaningfully to **6 M&A deals** totaling in excess of **\$3.8 billion**, serving as the **lead analyst in 3** of these deals. Apart from being integrally involved in valuation and financial modeling for these deals, I was also responsible for maintaining pitch books and ensuring that all stakeholders, both internal and external, had all the information they needed at the right time.

I have been praised by my seniors for the attention to detail and clarity in my reports, especially my executive summaries. One of the MDs termed my executive summary for a critical \$1.3 billion M&A deal the "**most well-written report I've come across in years.**" I understand how critical data and reports are in decision making, which is why approach writing even the simplest of reports or updates with utmost diligence.

Another facet of my personality that I would like to highlight is my networking and people skills. I am proud of my ability to effectively interface with colleagues — be it peers or higher ups — as well as clients, both actual and potential. In fact, I was assigned a summer intern to assist with my tasks while I was just 10 months into my analyst role, a first in my firm. This is a testament to how quickly I settled into my role and my manager's faith in my people management abilities.

I am now ready for a more impactful role in a larger firm, which is what motivated me to apply for the position you advertised. I would be happy to answer any questions you have in person or online, at your earliest convenience. I can be reached at (phone number) and (email). Thank you for your time.

Sincerely,

Jamie Hass

Dear Ms. Nava,

My name is John Smith and I am currently a first year Master's candidate for International Economics and Finance at Brandeis International Business School. I recently met Fred Jackson from the M&A group at Goldman Stanley during a presentation at our school last week, and was impressed with what I learned of your culture and recent deal flow. I am interested in pursuing an investment banking summer analyst position at your firm, and have enclosed my resume and background information below.

I have previously completed internships in accounting at PricewaterhouseCoopers and in wealth management at UBS. Through this experience working directly with clients, analyzing financial statements, and making investment recommendations, I have developed leadership and analytical skills and honed my knowledge of accounting and finance. I also had the opportunity to work with a \$20M net-worth client at UBS and completely revamped his portfolio, resulting in a 20% return last year.

Given my background in accounting and wealth management and my leadership and analytical skills, I am a particularly good fit for the investment banking summer analyst position at your firm. I am impressed by your track record of clients and transactions at Goldman Stanley and the significant responsibilities given to analysts, and I look forward to joining and contributing to your firm.

A copy of my resume is enclosed for your reference. I would welcome an opportunity to discuss my qualifications with you and learn more about Goldman Stanley at your earliest convenience. I can be reached at 310-555-XXXX or via email at johnsmith@brandeis.edu. Thank you very much for your time and consideration.

Sincerely,  
John



Dear Mr. Lee,

Having contributed to the growth and success of three organizations, I am excited to pursue the opportunity of Program Manager with XYZ Company as posted on LinkedIn.

My MBA, along with project management, strategic planning, and staff leadership experience, have prepared me for the strategic leadership skills XYZ company seeks in this role. Credited with significantly impacting bottom-line profitability wherever I have worked, I excel at streamlining less-than-efficient procedures to boost productivity and sales. Proactive management of crucial external relationships allowed me to increase revenue by 17% in one year. I also negotiated exclusive relationships in a key market segment, expanding the company's share of that segment by 66%.

I know that my proven leadership skills, strong commitment to high ethical and professional standards, and flexibility in devising proactive responses to changing socioeconomic conditions would allow me to make a significant contribution to the XYZ Company team. I welcome the chance to further discuss how we can work together. You can call me anytime at [phone number]. Thank you for your consideration.

Sincerely,

Lucia Applicant

Dear Ms. Nagini,

My application is attached for the position of Marketing Intern as posted at Brandeis International Business School. I am a second year MA student for International Economics and Finance with a Concentration in Marketing, where I have been building my knowledge of brand management and marketing data analytics on campus and in the community. To me, [TARGET COMPANY] has always represented innovation and progress in technology. I am inspired by your team's creativity – one of my career goals is to lead my own marketing team one day.

Last semester, I had the chance to lead a marketing campaign that encouraged prospective students to apply to Brandeis University. I surveyed over 4,000 high school students in the Waltham area and started a social media campaign to spread the word of our campus visit days. My efforts resulted in a 19% increase in undergraduate applications at the university. I demonstrated facility with social media and advanced skills in consumer behavior, and I look forward to bringing these skills to [TARGET COMPANY]'s marketing department.

In addition to my enrollment campaign project at school, I also spent time as a marketing trainee for Arctic Holidays. Last summer, I was a part of a marketing program that prepared me in social media marketing. At the end of the program, I was able to implement one of my ideas to conduct weekly recap presentations of customers' trips, which led to over 1,000 new Facebook followers.

I have noticed that [TARGET COMPANY] is looking to expand its marketing team and hire interns with familiarity in campaign management. My experience with creating social media strategies can help [TARGET COMPANY] develop further in this part of the market.

I look forward to discussing the position further and how I can contribute to your team. I can be reached via email at [EMAIL] or by phone at [PHONE].

Thank you again for your time and consideration. I look forward to hearing from you.

Sincerely,  
Roberto Banksy

Dear Mr. Albertson,

While my resume might come across as unique, I have tailored it to reveal the pointed yet diverse experiences that make me uniquely qualified to be your Project Assistant at Gem. This is the second time I have applied to Gem because I am determined to become a part of your team.

Currently, I assist my Executive Director (ED) as the liaison for a roster of several hundred executive-level contacts, one-fifth of whom work for healthcare institutions you may be familiar with via GemOS, such as [Company Name], [Company Name], and [Company Name]. With my partnership management acumen, I have the balance of left- and right-brain sensibilities to make a professional, personable gatekeeper and liaison for your leadership on a day-to-day basis.

Given my entrepreneurial and curious nature, I am constantly researching start-up technologies and their success stories (and failures) to improve workplace efficiency. Recently I implemented a project management software to assist the production of a statewide symposium. Ultimately, my research and organization system leveraged additional time to help my ED sell out tickets and close \$115K in funding for the event ahead of schedule.

Since the last time I applied, I am even more enthusiastic to find that not only is Gem bringing an elegant technology to the fore, you have translated its immense potential into the field of healthcare data management. I am inspired by the opportunity to support Gem in this arena, as well as supply chain management, and bridge my enterprising and administrative capacities with a personal passion for wellness.

You can reach me anytime at 617-XXX-XXXX or by email at [student@brandeis.edu](mailto:student@brandeis.edu). Thank you for your time. I am very excited to discuss with you how I may best contribute to your team.

Best,

Yvanna Fortuna

Dear Ms. Joseph,

I am excited to apply for the position of IT Consultant Intern recently posted on Handshake at Brandeis University. I am a second-year Master's student in Business Analytics at Brandeis International Business School. Having attended your recent presentation at the business school and having spoken with Jim Bowen, I was impressed by the enthusiasm with which he discussed his work and the many opportunities at TB4 for ambitious graduates.

I have gained valuable experience during my Master's studies as an IT business analyst with Société Générale and as a volunteer with Peace Way Foundation. At Société Générale, one of my key achievements was design and implement a company-specific information system which has resulted in a 25% reduction in administration time for the bank. Also, as part of the internship in the New York office, I completed a 60 page report on how a good information system strategy could be developed and implemented by senior managers. Working as a volunteer with the Peace Foundation in Bangkok further developed my cultural awareness and relationship management skills, qualities also relevant to the work of an IT consultant. In addition to these qualities, my graduate studies have also developed my skills in topic research, presentation creation, report building, and data analysis.

One of the main reasons to choose IT consultancy as a career is that I have been interested in business for a long time, but have also been fascinated by how technology and information systems can improve organizational effectiveness. The variety of working on different projects across different sectors of work also appeals to me. I am excited to apply to TB4 because your range of clients is considerably broader than many of the other major IT consultancy firms that I have been researching. I recently read an article on [www.top-consultant.com](http://www.top-consultant.com) about the innovative work you have done both in the public and private sectors relating to IT systems mergers and information security, an area in which I am very interested.

I am very excited about this opportunity and look forward to discussing my application with you in greater detail. Should you require any further information please get in touch. The best way to reach me is by [phone number] or [email]. Thank you for your consideration.

Yours sincerely,  
Paola Vincent