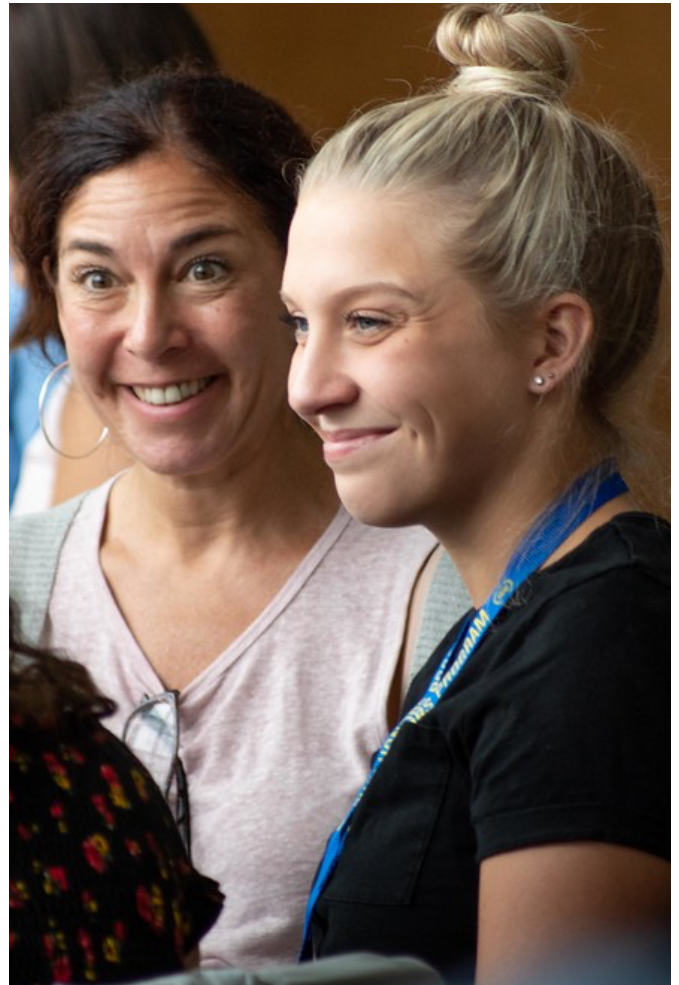




COVER LETTER GUIDE

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COVER LETTER GUIDE

A cover letter is a short business letter that accompanies a resume. Typically, cover letters are 4-5 paragraphs long; each paragraph addressing a specific topic or areas of experience – the content itself introduces yourself to an employer, creates a match between the employer and you, and demonstrates ‘proof of performance’ or the narrative connection between the skills the employer is seeking and your experiences.

INTRODUCTION

Many employers use the cover letter to assess a candidate’s writing and communication skills, but there are many other reasons to include a cover letter with each job or internship submission as well.

You want to include a cover letter:

- To highlight aspects of your background and a connection to the targeted opportunity – not to restate your resume but instead give concrete examples of your skills and experience and align them to the qualifications of the position or the needs of the employer.
- To stimulate interest in you and your resume and to underscore your interest in the job.
- To align yourself with the company and the position. You might look up the organization’s mission and vision statement(s) and address in your cover letter how your goals and values align with theirs.

FORMATTING TIPS

- Appropriate business letter format is acceptable with a salutation: “Dear XXXXXX.” Standard format includes block paragraphs (do not indent) that are double spaced between paragraphs.
- Mirror the header and stylistic sensibilities (font, etc.) from your resume to keep a consistent brand between the documents.
- If you are printing your documents, print your cover letter on the same paper as your resume and reference list.

SUBMISSION TIPS

- When emailing your resume, the cover letter may be used as the body of the email message itself or attached to an email as a separate document. If attaching, attach as a pdf.
- Save the resume and cover letter with your last name/first name and subject, i.e., DoeJane Resume; DoeJane Cover Letter
- The email message can be very brief for example:

Dear *Hiring Manager Name*,

I hope you are well. Please see the attached cover letter and resume for *Position Title* advertised on *Where You Found the Position*. Please let me know if you need any additional information.

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

Sincerely,
Jane Doe

COVER LETTER OUTLINE

September 24, 2022

Dr. Eugene Simmonds
Director, Educational Programming
East Bay Community Action Program
77 College Blvd.
Adamsville, RI 02132



Business letter format; header above should match your resume

If name is not available, use 'Dear Hiring Manager' for your greeting.

Dear Eugene Simmons,

INTRODUCTION

(1) I am writing to apply for the Educational Support Specialist position with East Bay Community Action Program posted on Indeed. As a junior Psychology major at Roger Williams University, I have developed a strong interest in unique ways to bridge the gap between homelessness and educational access.

(2) Because your organization specializes in wrap-around support services for homeless or at-risk individuals and families, I hope to use my skills in academic remediation and trauma-informed care to meet the needs of EBCAP clients. (3) I believe my recent academic and volunteer experiences have prepared me well for this opportunity.

1. Introduce yourself and the position you are applying for
2. Include something specific about the company or job that draws you in or makes you a great fit. If someone referred you, make that connection.
3. Create a thesis statement that explains what you are going to show your reader in this letter

BODY PARAGRAPHS

For the past two years, I have cultivated my skills in educational and support services through multiple volunteer roles, research experiences and academic projects. As a Research Assistant at the BYE High School in Fall River, MA, I worked one-on-one with 15 at-risk youth to assess the impact of remedial academic efforts in context of behavioral disturbance. In this role, I received hands on training in mental health first aid, means of academic intervention and clinical/observational protocol. Regularly, I conducted interviews, recorded observations, and communicated student progress to the research team. If employed by EBCAP, you will have found a candidate with the right exposure to _____ and _____ and with the technical skills to _____.

In addition to my role as Research Assistant, I have also volunteered at...

Read relevant job descriptions, then start with the most relevant/notable role. Expand on key duties, experiences, and accomplishments that relate to the job in question and quantify your impact where possible. Try not to repeat bullet points directly from your resume, but expand on them with concrete deliverables and duties. Paint a full picture for your reader and create a link to the role in question. Use keywords from the job description to emphasize how your skills & experiences align with the job in question.

- What approach did you take to tackling the responsibilities you've mentioned on your resume?
- What details would you include if you were telling someone an important anecdote related to your accomplishments?
- What might provide proof of performance for your reader that is related to the role in question?

CONCLUSION

Thank you for your consideration and your time. I would welcome the opportunity to speak with you further about the Educational Support Specialist position at EBCAP. I know I will contribute many necessary skills to your organization, and I look forward to hearing from you soon.

- Bring home your point – highlight the match between the company and you
- Thank the employer or express appreciation and look forward to next steps.

Your Name

XXXX Old Ferry Road • Bristol, RI 02809 • XXX-XXX-XXXX • XXXXX@g.rwu.edu

June 19, 2022

Hiring Manager
Alpine Systems, Inc.
220 Ocean Avenue
Falmouth, MA

Dear Hiring Manager,

I am writing to apply for the Marine Scientist position with the Alpine Ocean Seismic Survey, Inc. (Alpine) posted on Indeed. As a recent Marine Biology graduate at Roger Williams University, I have developed a strong interest in the concrete applications of marine science for the developing world. Because your company specializes in maritime surveying services that directly impact economic activity, I hope to use my skills in scientific data collection to innovate for Alpine clients. My recent academic and internship experiences have prepared me well for this opportunity.

For the past two years, I have cultivated my skills in various marine science applications through multiple volunteer roles, research experiences and academic projects. As Research Assistant at Operation Wallecea in New Mexico, I used GIS, remote sensing technology, hydrographic charts, model-generated results, and marine jurisdictional data to map coral reef environments and assess the impact on wildlife populations. In this role, I gained experience in field surveying, including theodolite, compass-traverse and pace surveys, as well as emergent mapping technology, and I presented modeling results in meetings with a variety of stakeholders. If employed by Alpine, you will have found a candidate with the right exposure to relevant technologies and knowledge of cutting-edge techniques and with the technical skills to effectively conduct high-impact research to advance the understanding of our marine environment.

In addition to my role as a Research Assistant, I also completed multiple academic projects that involved collecting data in both marine and freshwater environments. In Spring 2018, I built a fluidized bed reactor filter, then designed an experiment which compared rates of various nitrifying bacteria; this involved system analysis and water quality investigation using Portable Dissolved Oxygen (DO) meters. Through a multi-department project, I also conducted sea grass monitoring in coastal area using survey maps to assess impact on local ecosystem. Because of my efforts, stakeholders obtained credible and managed data for specific species and regions. Alpine surveys are linked to design and construction along with environmental assessment, high-quality marine data is necessary, and I have experience collecting and delivering that data in various ways.

Not only have I developed as a marine scientist over the past four years, but I've also cultivated a passion for real-world marine science applications. At Save The Bay in Newport, RI, I had hands-on interaction with clients and used the opportunity to share facts about marine development and ecosystems. Through this work, I realized that I wanted to part of a company that has direct involvement with maritime development and environmental monitoring. Alpine regularly collaborates engineers, environmental consultants, modelers, regulatory agencies, and your company is right in middle of this important work. If you are looking for a person with a passion for oceanic development, scientific data and serving the community, you have found the right candidate.

Thank you for your consideration and time. I would welcome the opportunity to meet with you and discuss my qualifications further. I look forward to speaking with you soon.

Sincerely,
Your Name

Your Name

XXXX Old Ferry Road • Bristol, RI 02809 • XXX-XXX-XXXX • XXXXX@g.rwu.edu

April 13, 2022

Alicia Silva
Vice President Human Resources
ABZ Corporation
43 Westminster Street Providence, RI 02903

Dear Alicia Silva:

A classmate of mine, Julio Reyes, suggested I contact you regarding internships with ABZ Corporation. Julio recently spent a semester at your organization as an intern in your Communications and Public Relations department. He had so many positive things to say about his experience with your company I am eager to explore similar internship possibilities.

As you will see from my resume, I am a junior at Roger Williams University and I am majoring in Communications. I am particularly interested in developing media relations within an organization. While working with the orientation program at Roger Williams University I had to hone my communication skills verbally and through print by providing families with important information. I often acted as the spokesperson for the university while speaking with families. In addition, I contributed to the Orientation social media sites. These experiences, in addition to my academic background, make me a qualified candidate for your internship program.

I am interested in ABZ Corporation for a number of reasons. According to your website, you were recently voted "One of the Top Ten Businesses in Rhode Island" based upon your employee satisfaction. Also, ABZ is dedicated to their community, allowing employees to spend up to 20 hours per year in service during work hours. As a student at Roger Williams University, I have been part of the Student Volunteer Association and have a passion to service those in need. I spent two Spring Breaks working with Habitat for Humanity in Virginia and Tennessee. I am excited to know that there are organizations that have this same passion and allow for employees to contribute.

I have enclosed a resume for your consideration. Thank you for your interest and your time. I would welcome the opportunity to meet with you to discuss my qualifications in person. I look forward to speaking with you soon.

Sincerely,

Your Name

Your Name

XXXX Old Ferry Road • Bristol, RI 02809 • XXX-XXX-XXXX • XXXXX@g.rwu.edu

June 27, 2022

Hiring Manager
Alexon Management Systems
123 Plymouth Ave
Bristol, RI 02809

Dear Hiring Manager:

I am applying to the Systems Engineer position at Alexon Management Systems (AMS). As a current senior computer science student at Roger Williams University, I had the opportunity to hear William Gorlack describe AMS's unique approach to production and design at the Design Symposium on campus. Because of the value your company places on innovation and community, I have a strong interest in designing computing platforms for AMS's global clients, and my recent academic and internship experience have prepared me well for this opportunity.

At Sheerwood Technology, I regularly developed, implemented, and tested code in both mid-level and high-level languages, including C/C++. Together with a team, I also oversaw the operation of Sheerwood's data ingestion and processing systems in Python. In multiple cases, I was recognized by the project leads for my ability to troubleshoot and resolve issues without impacting the design or production timeline. Just this past semester, I also developed a code-oriented annotation and visualization tool with an aligned mobile app in my senior capstone course. If employed by AMS, you will have found a candidate with technical skills to develop, design, and test software according to specification and code.

Before interning at Sheerwood and AMS, I also served as a student leader for the Campus Entertainment Network, a student organization on-campus. On a daily basis, I regularly supervised the activities of four students, evaluated campus projects, and compiled accurate data on student engagement. As Chair, I tasked each of four committee chairs with the goal of finding and implementing a meaningful service opportunity for our members. This involved creating a timeline, reviewing proposals and budgets, and scheduling meetings to review each member's progress. Because of my unique experiences in computing and project management I will be able to optimize production efforts and ensure that projects are completed on time and within budget.

AMS is at the forefront of computing and design, and I believe my unique combination of skills and experience make me a great fit for your company. I appreciate your time and consideration, and I look forward to discussing my qualifications with you by phone or in person.

Sincerely,

Your Name

Your Name

XXXX Old Ferry Road • Bristol, RI 02809 • XXX-XXX-XXXX • XXXXX@g.rwu.edu

December 7, 2022

KTC Marketing Services
1873 Sowams Rd
Barrington RI 02806

Dear Hiring Manager,

I am writing to apply to the Marketing & Media Internship with KTC Marketing Services posted on LinkedIn. As a junior pursuing a Bachelor of Science in Marketing at Roger Williams University, I have developed a strong interest in social media content generation and inbound marketing strategy. Since your organization specializes in providing cost-effective marketing solutions tailored to customer experiences, I hope to use my skills in social media management and business development to meet the needs of your clients. I believe my recent professional and academic experiences have prepared me well for this opportunity.

Over the past year, I have served as a Marketing Intern for the Guppies Swim Camp where I have helped drive customer engagement and grow the business through comprehensive marketing support and strategy. In this role, I independently created a strategic marketing plan using social media platforms, such as Instagram and Facebook, and grew account followers by over 30%. I also managed the company website and updated content regularly to reflect accurate and timely information and instituted a subscription-based newsletter with content tailored to customer demographics. Throughout my time at Guppies, camp admissions grew by 5% overall, and I gained confidence in managing an overall marketing strategy and working with others collaboratively. I would bring this expertise to the Marketing & Media Intern position.

Not only have I cultivated relevant skills through professional experiences, but I completed multiple academic projects throughout my course experiences and remain highly involved in the campus community as a student athlete. In Spring 2021, I conducted original market research tailored to the New Bedford, MA community by developing an online survey and conducting multiple interviews to assess the feasibility of a new community center. I collated and coded qualitative and quantitative metrics and created a visualization of trends and implications, which I then presented to city leadership along with aligned projects from my peers. Through work like this, I have always understood the importance of strong communication skills and collaboration with others to complete tasks efficiently, and I regularly bring these sensibilities into the classroom, onto the field and into the workplace. If given the opportunity to serve as an Intern for KTC, you'll have found a forward-thinking, customer-focused intern with a commitment to meeting your client's needs.

Thank you for your interest and your time. I am confident my experience in the field of marketing and customer mentality will be of value to your company. I welcome the opportunity to meet with you to discuss my qualifications in person or virtually. I look forward to speaking with you soon.

Sincerely,

Your Name