

GUIDE TO COVER LETTERS

Cover letters are your opportunity to demonstrate your enthusiasm, qualifications, and interest for a specific role to potential employers. Cover letters allow the reader to get a sense of who you are and what you bring to the table. At its core, the cover letter is a way for you to tell your story and convince an employer to offer you an interview.

PREPARING TO WRITE

First, research the organization/employer and the specific job posting and reflect on what you have to offer. Make a list of things that attract you not only to the position, but the employer or organization as well. Examine the qualifications that are listed and highlight the ones that stand out as being critical towards your ultimate success. Keep in mind that skills and qualifications come from your classroom experience, extracurriculars, volunteer work, summer jobs, internships and research.

INTRO PARAGRAPH

Introduce yourself and hook the reader! Refrain from using phrases like "my name is" and be sure to mention why you're applying for the position. Show off some of the research you've done by explaining why you're interested in the company or organization and highlight any connection you may have to the company such as a mutual acquaintance or someone who referred you.

BODY OF LETTER

This is where you make your case and illustrate that you're the best candidate for the job. Connect the job qualifications/duties that are listed to your qualifications. Your statements should point to concrete skills and experiences that you detailed on your resume while connecting them to the position and focusing on what you can bring to the organization. If you're inquiring about a position, be specific about what you want to do and why you're qualified to do it. If you have a lot of experience, two paragraphs may be warranted.

CLOSING PARAGRAPH

Again - make a connection to the job/employer. Ideally, you want to take a proactive approach and write that you will follow up on your application if you have the appropriate contact information to do so. Reiterate your interest and enthusiasm, provide your contact information, and close by thanking them for taking the time to read your credentials.

KEEP IN MIND...

Cover letters are most effective when they're specifically tailored to the employer, faculty member, or position you're seeking. Avoid writing a generic template and simply filling in the blanks. When possible, address your letter to a specific person and be sure to proofread, as any typos can ruin your chances of landing an interview. Cover letters can be sent as an attachment, uploaded, or sent in the body of an email. If you uploaded to a website, make sure the formatting matches your resume. Some industries are more formal than others, so use the appropriate tone in your letter. Lastly - remember that Greene Center advisors are a great resource for industry-specific feedback!

SAMPLE COVER LETTER

Student Firstname Lastname
585-555-5555 (cell) • meliora@ur.rochester.edu

August 31, 2018

Hiring Manager Firstname Lastname
Title
Business Name
Street Address
City, State Zip Code

Dear Ms/Mr. Lastname,

Entering my junior year in college I am becoming increasingly interested in marketing and the impact social media can have in driving results for businesses. I found your Social Media Internship on the Entercom website, and would like to enthusiastically request consideration for this opportunity. As a Rochester native, I grew up listening to 98PXY in the afternoon, and have more recently become an active listener of The Buzz. I have both an academic and practical background in social media management and engagement, and look forward to applying this within an entertainment organization.

At the University of Rochester I am majoring in English in the Language, Media and Communications track. Within this I have taken several marketing courses, as well as Social Uses of Media and Broadcasting in the Digital Age. Combined, these courses have given me an understanding of how important social media presence can be to the brand of an organization, particularly within media and broadcasting.

I have put this knowledge into action as the Social Media and Marketing manager for Delta Gamma Sorority this past year. In this position I manage all print and online marketing for events, maintain an online blog, and update our Facebook page and Twitter feed. In this role I frequently scour the internet for interesting topics and articles that appeal to our membership, connect with other organizations for cross-member marketing, and create a fun, interactive message for our sisterhood. During my tenure in this position we saw a 200% increase Facebook page likes, 43 event and update shares, and were recognized by the Student Association with a "Social Media Powerhouse" award. This experience has been a great introduction to social media management, and I'm looking forward to now applying this in a corporate setting.

Per your internship description, I am able to receive credit for your internship through the English Department at UR and I am available for 15 hours per week on weekdays and weekends. I'm particularly interested in an internship at Entercom due to the wide range of radio stations and listener types you engage with, and believe I can both contribute to and learn from those I would be shadowing and working with. Please let me know if I can provide you with any additional information beyond my attached resume, and I will follow up early next week to ask if there are any additional steps I should take. Thank you very much for your time and consideration.

Sincerely,

Student Firstname Lastname
University of Rochester, 500 Wilson Blvd
Rochester, NY 14627
585-555-5555 (cell)
meliora@ur.rochester.edu