

# COVER LETTER BASICS

## Purpose of a Cover Letter

A cover letter demonstrates that you have the qualifications necessary to succeed in the position. It also communicates that you sincerely want to work for the organization. Your cover letter should complement your résumé, further highlight your experiences, demonstrate your qualifications, and help you stand out from other candidates.

## Cover Letter Tips

### COMMUNICATION SKILLS

Your cover letter is an example of your communication skills, so it will say much more about them than anything you state explicitly about your “communication skills.”

### ATTENTION TO DETAIL

Proofread carefully to demonstrate your ability to deliver an important document that is error free. You can take your letter to the Writing Center or the Knowlton Center for help.

### VALUE ADD

Establish your strengths, supported by experiences that are relevant to the position, and highlight how they will positively add value to the organization/role.

## Letter Contents

**Header:** Include your personal contact information, which should match your resume header.

**Address:** Include the contact information for the hiring manager, or another specific person related to the position being sought, in the format of a formal business letter.

### OPENING PARAGRAPH

- ▶ Use an opening line that is appropriate and will differentiate you.
- ▶ Mention the exact position for which you are applying.
- ▶ Include your connection to the organization and the internal contact who told you about the position (if possible).
- ▶ Describe why you're interested in that organization/position, displaying your strong knowledge of the company.
- ▶ Briefly introduce your value to the organization.

### BODY PARAGRAPHS

- ▶ Describe your relevant background and experience, describing examples and echoing the language in the position description.
- ▶ Connect your strengths to how you will specifically be able to contribute to the organization.
- ▶ Keep paragraphs brief but full of relevant details.

### CLOSING PARAGRAPH

- ▶ Offer sincere thanks and interest along with your desire to interview for the position.
- ▶ You may provide the best way to contact you (i.e., email address and cell phone number).

*See an example Cover Letter on the back*

David J. Alexson  
100 West College Street | Granville, OH 43023  
(740) 587-6656 | alexson\_d0@denison.edu

Your contact information; should mirror the header of your résumé

November 30, 2018

Date you write the letter

Ms. Samantha Slayter  
Marketing Director  
Big Red Group, Inc.  
123 Main Street | Chicago, IL 60606

Specific Person  
Title  
Company  
Mailing Address

Dear Ms. Slayter,

Address your letter to a specific person is possible

I am delighted to apply for the Marketing Media Specialist position at Big Red Group. I learned of this opportunity from my former supervisor and Director of Marketing at Big Red Group, Austin Morgan, during my summer 2017 internship with the company. I am excited at the possibility of being part of an organization that strives to create a culture where individuals can illustrate their creativity and innovative problem-solving skills. I am certain that my collaborative communication experiences and strong passion for marketing will prove to be great assets for the Marketing Media Specialist position.

Mention the position for which you're applying

If you have a connection with someone at the company, ask first and be sure to mention him/her

Make a personal connection to the position and company, possibly incorporating their mission/values with yours

List the reasons why you're qualified for the position that you'll further explain in the letter

During my summer internship with Big Red Group, I became more involved with creating marketing content and utilizing multiple media outlets to publicize programs and events to the surrounding community. However, after I began noticing attendance at many of the programs was lower than expected, I conducted focus groups, revealing that individuals were receiving an excessive number of emails, resulting in them going unread. To address the issue, I recruited colleagues from different departments to establish a communications committee, for which I served as chair. Establishing official procedures for relaying information and being more strategic about how and when communications were made resulted in an email open rate of 85%, and a 65% increase in event attendance.

A qualification from the job description

Identified/noticed there was a problem

The steps taken to find the cause of the problem

The steps that were taken to come up with potential solutions to fix the problem

The outcome/results of the solution



One of my proudest accomplishments during my internship with Big Red Group was implementing the use of email marketing software to compile and send a weekly e-newsletter. By acquiring the new software, I was able to create branded, mobile-friendly email templates with integrated social media, streamline a much more effective process for submitting announcements, as well as automate the distribution of the newsletter. Additionally, the software provided comprehensive recipient data, resulting in more strategic formatting of announcements and further promoting awareness of programs to community members.

A qualification from the job description

Results of the actions/Return on Investment for the company

I am excited for the opportunity that will allow me to leverage my passion for marketing, as well as be part of a team which understands the importance and value in creating a sense of community. If you have questions regarding my experiences, please feel free to contact me at (740) 587-6656, or alexson\_d0@denison.edu. Thank you for taking the time to consider me for the Marketing Media Specialist position with Big Red Group. I look forward to speaking with you soon.

Highlights a passion for marketing and to be an important team member

End by thanking the reader for his or her consideration and time

Sincerely,

David J. Alexson