

FELD CENTER PRESENTS

# CAREER TOOLKIT

**COVER LETTER SAMPLES**



Boston University Questrom School of Business

# TEMPLATE COVER LETTER

**Kareem Nadir**

Boston, MA • 617.222.2222 • knadir@bu.edu • LinkedIn.com/in/kareemnadir

February 13, 20xx

Company XYZ  
23 Test Road  
Sample, NJ 23321

If you add the position here, you don't have to use valuable space in the body of your letter.

Writing "RE:" means regarding and is another way of telling the reader the subject of the letter

RE: XYZ (position) (include job number if you have one)

If you don't have a specific person's name, use "Dear Hiring Manager"

Dear XXXXX,

Your main goal with any cover letter is to get the reader to read it. No paragraph should be more than 4 or 5 lines maximum.

In the first paragraph, you should acknowledge the position and explain a little about how you fit. Add a few details but keep it fairly general. Also talk about why this company interests you.

This letter is to convey my sincere interest in XYZ Corporation. After researching your products and services and speaking directly to \_\_\_\_\_ who works at \_\_\_\_\_, I believe my skills would fit well within your firm. XYZ's obsession with service, sustainability, and uncompromising ethics resonates well with my core values, as I believe I can contribute the most to my employer when I balance bottom line goals with principals and ethical standards. I have extensive experience in \_\_\_\_\_. I have led multiple teams and completed numerous projects on-time and within budget.

You want to get the reader's attention right away. People read from top down and left to right so the first paragraph must excite them.

This is where you can convey your specific skills that come directly from their job description. Tell a story or cite an example of how you accomplished the task and what result came from it (Background-Action-Result). This paragraph, along with all the others, should only be about four to five lines to capture the reader's attention. Bullets can follow to add another layer of interest. Speak directly to the 2-3 most important skills from job description. My qualifications for this role are as follows:

Always follow the BAR format and incorporate stories that demonstrate accomplishments and skills.

- **Strong business analytics expertise** – In my last role, I analyzed costs for a \$5M project and identified a 20K in savings by consolidating vendors.
- **Project Management** – As a senior analyst, I led several projects that created efficiencies and cut waste by approx. 16%. I oversaw the aggregation of data for a multi-million dollar data warehouse project.
- **Building high performing teams** – In my last role, I built and led a team of 4 analysts to aggregate customer data and successfully demonstrate the need for a new CRM platform.

The cover letter should always address the top 4 or 5 skills in the job description. Having bullets that speak directly to that will make them stand out.

This paragraph should summarize how well you would fit, convey your genuine interest, and thank them for their time. As with all the other paragraphs, this one should be four to five lines maximum. In many cases, you can get away with having only three lines in this paragraph. It makes it easier to read.

Sincerely,

Kareem Nadir

**Commented [DP1]:** If you add the position here, you don't have to use valuable space in the body of your letter.

**Commented [DP2R1]:** Writing "RE:" means regarding and is another way of telling the reader the subject of the letter

**Commented [DP3]:** If you don't have a specific person's name, use "Dear Hiring Manager"

**Commented [DP4]:** Your main goal with any cover letter is to get the reader to read it. No paragraph should be more than 4 or 5 lines maximum.

**Commented [DP5]:** In the first paragraph, you should acknowledge the position and explain a little about how you fit. Add a few details but keep it fairly general. Also talk about why this company interests you.

**Commented [DP6]:** You want to get the reader's attention right away. People read from top down and left to right so the first paragraph must excite them.

**Commented [DP7]:** Always follow the BAR format and incorporate stories that demonstrate accomplishments and skills.

**Commented [DP8]:** The cover letter should always address the top 4 or 5 skills in the job description. Having bullets that speak directly to that will make them stand out.

## Charmaine Otiello

Boston, MA • 617.353.2834 • cotiello@bu.edu • LinkedIn.com/in/CharmainePOtiello

---

September 15<sup>th</sup>, 20xx

David Berkowitz  
Vice President of Emerging Media at 360i  
32 Avenue of the Americas  
New York, NY 10013

RE: Research Analyst - Marketing position at 360i (Job ID 48271)

Dear Mr. Berkowitz,

As a loyal digi-blog reader, I've learned about the work 360i has been creating and my conversation with Juan Paige, a Senior Market Analyst at 360i, further excited me. Everything from your agency culture and educational playbook to your client roster and new media platforms, drives my creative energy and compels me to apply. My innate curiosity, ability to quickly adapt to new forms of media, and extensive work in the marketing industry qualifies me as a strong candidate to join your team.

While at Terry, Hines & Associates, I developed an astute understanding on how to utilize social media platforms to market movie releases and promotional events. I created a results-oriented strategy by uploading share-worthy content on Facebook and Twitter. Furthermore, I evaluated social media content effectiveness by researching various Blogs and reviewing talents' use of gifts.

These experiences allowed me to comprehend the necessary tools on how to effectively appraise our social media efforts by tracking various engagement metrics including interactions, content shares, and commenting. Measuring the success of a campaign has become equally valuable to composing a creative campaign in the digital marketing industry and I believe in my ability to make valuable contributions in this department.

I am extremely passionate about working for 360i, a pioneer in digital marketing. With my acquired skillset, fearless thinking style, and obsession with digital media – I'd be a great fit for your agency. I would enjoy speaking with you to discuss my qualifications further and thank you for your time.

Sincerely,

Charmaine Otiello

**Jessie Wu**

Boston, MA 02215 | 617.353.2834 | jwu@bu.edu | LinkedIn.com/in/jessiexxlingwu

---

May 13, 2021

Boston Medical Corporation  
2101 Boston Park Drive  
Somerset, NH 22222

RE: Marketing Manager (Job # 438928)

Dear Ms. Smith:

I have always admired BMC's efforts to become the leader in medical device products by focusing on employee engagement, training, and development. Your dedication to superior quality products, innovative branding, and expertly trained sales teams has made all the difference.

With 8 years of sales and brand management experience in medical devices, healthcare and pharmaceuticals, I am uniquely positioned to lead your marketing team to expand product lines and improve brand awareness. As an experienced Marketing Manager, I have developed advertising campaigns and research initiatives for many new products.

I have specific expertise in developing and driving business growth and profitability in the business-to-business arena. After many years managing and directing people, I have proven myself to be an effective leader and take great pride in building effective teams. My skills and experience match your range of requirements for this position as demonstrated by the following:

- BS degree in Biological Science and currently earning an MBA in Strategy & Innovation
- Proficient at in-depth analysis and development of downstream market strategies and upstream portfolio management
- Experience developing and implementing sales and marketing plans and annual budgets
- Strong skills in decision-making and in providing presentations for market strategies and product acceptance to management

I am enthusiastic about continuing to work in the industry and help drive change at BMC. I believe my skills and experience would allow me to excel in this position. I would welcome the opportunity for a personal interview to discuss my qualifications further with you.

Sincerely,

Jessie Wu

## Helen Henshaw

Boston, MA 02215 | 617.353.2834 | hhenshaw@bu.edu | LinkedIn.com/in/helenxxhenshaw

---

September 15<sup>th</sup>, 20xx

LaToya Allen, Manager of Career Development  
Career Collaborative  
77 Summer Street, 11th Floor  
Boston, MA 02110

Re: Career Coach Position

Dear Ms. Allen,

I recently became familiar with your organization through the NEHRA website. Immediately, Career Collaborative struck me in a powerful way, as a place where lives can change. Since discovering your organization, I have studied your website and videos, read stories of those you've helped, and become passionate about the possibility of working with Career Collaborative. Creating a world where all adults are able to support themselves and their children is an honorable mission, and I welcome the chance to contribute.

With 5+ years in management at a Fortune 500 company, I continually use my training and development skills to help others grow and contribute. I am committed to professional development by coaching employees at all levels to improve performance and advance in their field. One of my most rewarding challenges is in preparing candidates for interviews and promotions. Coaching employees through workplace dynamics and helping them define and achieve career goals is particularly satisfying. I hope to bring that enthusiasm, drive, and experience to Career Collaborative.

Through my experience in career development, I have gained the ability to recognize the strengths of each individual, instill confidence in them, and coach them through their areas for growth. I have strong follow-up skills, and possess the combination of professionalism and compassion that is required for this position. I would enjoy speaking with you to discuss my qualifications in more detail. Thank you for your time and consideration.

Sincerely,

Helena Henshaw

## Venkat Singh

Boston, MA 02215 | 617.353.2834 | vsingh@bu.edu | LinkedIn.com/in/venkatradishsingh

September 15<sup>th</sup>, 20xx

Mr. James Geiger  
Dearth Marketing Group  
26 James Road  
Boston, MA 02115

Ref: Product Manager

Dear Mr. Geiger,

With two years of brand management experience, specializing in marketing strategy implementation, I have led campaigns and developed analytical models that enabled our company to successfully target different segments. Dearth Marketing has produced several innovative campaigns that align with my interest in improving consumers' day-to-day health. After speaking with John Smith, Associate Brand Manager at Dearth, I am confident that my acquired skills, MBA, and MS in Digital Innovation will enable me to make a strong impact.

I am an experienced marketer with a record of exceeding goals in product launch, distribution planning, and P&L management. Working in the highly competitive medical device market, I have become very compassionate about consumer needs. As a results-oriented marketer, I offer the following relevant qualifications:

YOUR KEY NEEDS	MY EXPERIENCES
"Monitor and analyze sales volumes, market share trends, promotional initiatives"	Three years Regional Sales Management experience, leading a 19-member team to exceed the sales quota by 7% in an \$8 million market.
"Identify cost savings opportunities; High level of initiative and assertiveness; Strong analytical and problem solving skills"	Restructured product portfolio and marketing strategy, increasing sales margin by 24% in one year.
"Lead cross-functional project teams" "Demonstrated leadership and collaboration skills"	Led more than 5 major product launches, contributing to a 31% increase in the annual sales volume.
"Plan and analyze consumer and trade promotions" "Ensure consistent and effective brand communication"	Identified consumer insights in the prescription product market, increasing sales by 30% through organizing over 30 road shows and 20 professional workshops.

My natural focus on details and desire to "go beyond the numbers" has enabled me to build a successful client base and achieve high ratings from satisfaction surveys. I welcome the opportunity to discuss my qualifications in more detail with you and thank you for your time and consideration.

Sincerely,

Venkat Singh

## **Martyna Kulha**

Boston, MA • 617.353.2834 • mkulha@bu.edu • [LinkedIn.com/in/martynakulha](https://www.linkedin.com/in/martynakulha)

---

October 5, 20xx

Allison Kramer  
CPOA, Inc.  
222 Smith Street  
Boston, MA. 02115

Dear Ms. Kramer,

Since childhood, I've always been interested in how businesses grow and evolve. What started as a captivation for puzzles and games of strategy, has evolved into a fascination for solving complex business challenges. It is this passion for stimulating and challenging work, where I am required to learn rapidly and adapt constantly, that drives me to apply for the Consultant opportunity at Consulting Partners of America.

As the Operations Associate of my previous company that serviced government organizations in India, one of my key responsibilities was to strategize and finalize the bid prices for various tenders that were rolled out throughout the year. I used quantitative analysis methodologies and leveraged team expertise to help increase our revenues 5X, which directly affected our top line growth. I succeeded in cultivating a collaborative work environment built on a solid foundation of trust and respect which brought much success to the company.

I am a fan of Prof Alice Doe's work in the field of behavioral economics and have always wondered how those can be used in shaping business strategies for the future. Reading about some of your projects in Financial Services related to pricing, product and revenue strategy, I believe I can use these findings along with my quantitative skills to deliver value to the client. I look forward to speaking with you further to discuss my qualifications and fit within Consulting Partners of America.

Thank you for your time and consideration.

Sincerely,

Martyna Kulha

## Xi Chen

Boston, MA • 617.353.2834 • xichen@bu.edu • LinkedIn.com/in/xilochen

---

May 30, 20xx

Ms. Jamie Reardon  
Johnson Engineering  
2 Temple Place  
Amherst, NH 03031

Dear Ms. Reardon:

This letter is to express my interest in the International Bilingual Construction Project Management position for your client in the international structural engineering industry. I am an MBA candidate at Boston University who thrives on organizing chaotic work environments and instilling discipline and agility into every team.

I have international project management experience in the construction industry focusing directly on financial analysis, process reengineering, and quality assurance. Much of my experience involves massive structures with reinforced concrete, which tend to require knowledge of building codes, vendor relations, and government regulations. Managing these highly disparate functions and teams is uniquely challenging and I do it well.

My engineering background has taught me how specifications continuously change as innovation increases, but the discipline remains the same. For me, the processes of problem solving and analysis are just as important as the results. In order to deliver my projects on-time and within budget, I've had to balance these factors while remaining flexible and adaptive to issues that manifest during the project.

My key strengths are summarized as follows:

- Fluently bilingual in Spanish and English and experience working within multicultural environments
- 5 years' experience in project development and negotiation
- Strong knowledge of process management, through the ISO 9000 approach
- Experienced in hydraulic concrete design and production
- Ability to manage and motivate onsite teams
- Skilled in documenting project plans, technical requirements, reports and change control

I welcome the opportunity to meet to discuss my qualifications. Please do not hesitate to contact me if you require any additional information. Thank you very much in advance for your time and consideration. I look forward to hearing from you.

Sincerely,

Xi Chen



## Alexander Rodensky

Boston, MA • 617.353.5555 • arodensky@bu.edu • LinkedIn.com/in/alexrodensky

---

April 10, 20xx

Earth for Everyone  
233 Global Avenue  
Denver, CO 80209

RE: Regional Program Officer - Africa

Dear Hiring Manager,

This Program Officer role sounds like a great opportunity to continue building my career in international development while also being able bring success to Earth for Everyone using the management skills that I have developed at Boston University's Questrom School of Business. I believe that my previous international work experience coupled with my current MBA education make me an ideal candidate for the position.

Prior to starting my MBA, I spent over two years working in Kenya as a volunteer with the Peace Corps. Being able to design and implement curriculum and workshops was an invaluable experience. I authored and managed my own grant funded project that focused on bringing health education and sports to my school, which helped strengthen my skills in project design and management. Furthermore, I grew comfortable working as a leader in a foreign community, learned to live daily life in a foreign language, and realized that pursuing an MBA would help strengthen my effectiveness and employability in the global marketplace.

For my MBA summer internship, I worked directly with a Sustainability Manager on developing business plans with local communities as well as creating profit models for three income-generating activities. I gained exposure in managing parts of a large-scale project and working collaboratively with several teams. My time in Ghana helped complement the grassroots development experience I gained from the Peace Corps. As the Regional Program Officer in Africa, I would be excited to apply my skills and experience while continuing to build my career in international relations.

I am comfortable and passionate about cross-cultural constituencies and can leverage my MBA to help Earth for Everyone achieve its overall goals. I am confident that I will be a productive and effective program officer and a valued addition to the company. I look forward to the opportunity to discuss this role with you in further detail and thank you for your time.

Kind Regards,

Alex Rodensky