

# Cover Letter Guide

The cover letter allows you an opportunity to introduce yourself to the hiring manager/team, and in conjunction with your resume, showcase your interests and qualifications in hopes that they decide to move you forward in the application process. You will want to tailor your cover letter to each position you apply for and ensure it is as genuine and specific as possible. A cover letter provides a personal introduction of yourself and more context on your relevant skills from your resume.

What should you keep in mind when writing your letter?

**Include the name of the person** who is making the hiring decision if possible. Addressing your letter “To whom it may concern” does not show a personal connection. You should also use the name of someone who works for their company if they told you about the position. This gives you an instant and credible reference.

**Conduct research** and make a clear connection between your background and the qualifications the employer is seeking. Use the job description and company website or LinkedIn to identify skills the company values.

**Write authentically.** Don’t simply write what you think the reader will want to hear, but rather write what resonates with you. Authenticity and passion for the role can be determined through your writing.

**Give specific, relevant examples** of the work you’ve done. *Show* your reader by addressing *how* you accomplished tasks. Avoid simply repeating your resume in paragraph form, but rather provide examples from your experience that addresses what the employer needs or is looking for.

**Demonstrate you have strong communication skills.** Correct spelling and grammar are a must!

## COVER LETTER EXAMPLE FORMAT

Use the Same Heading from Your Resume

Today’s Date

The Addressee’s Name  
Professional Title  
Organization Name  
Mailing Address  
City, State, and Zip

Dear Mr./Ms. (Last Name):

**First paragraph.** Briefly state the reason for your letter, what position or type of work you are applying for, and how you learned of the opening. Include why you are interested in their specific company and/or the specific role you are applying to. Add information you learned from your research of their company.

**Mid-Section.** Should be one or two short paragraphs that make relevant points about your qualifications. You should not summarize your resume. Instead address the themes that are present in your experience with examples. Highlight your strengths, being sure to indicate what you can do for the employer. You may want to cite specific examples. Be sure to relate it back to the specific company and what they need.

**Last paragraph.** Offer any assistance to help in a speedy response and repeat your phone number and e-mail address. Close by saying “thank you” in some form. Express genuine enthusiasm for the next steps.

Sincerely,

*Your signature (handwritten if possible)*

Your name (typed)

## Steven Hudson

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February 20, 2021

Ms. Patricia Alvarez  
Internship Coordinator, University Relations  
Dell Computer Corporation  
2214 West Braker Lane  
Austin, TX 78758

Dear Ms. Alvarez:

I am writing to apply for an internship with your marketing department for this coming summer. After attending the Career Fair hosted by the University of Kentucky, I met with Jim Jones and Sally Smith who sparked my interest in Dell Technologies. I was glad to hear about the tight-knit cohort of new associates that Dell facilitates as well as pairing new associates with a designated mentor. I am excited about the opportunity to work with such a collaborative and cohesive team!

As a junior marketing major and business analytics minor, I have acquired a great deal of relevant coursework necessary to succeed in a professional marketing internship. My favorite course so far has been market research where I truly found my passion for connecting the customer's needs to the solutions a company can offer. In this class, we worked with a local non-profit to target their top donors and find the 'why' behind their giving so we could showcase the parts of the organization that resonate with them. Ultimately, we increased charitable giving for the non-profit by 6% after our market research.

My work experience in direct sales, food and beverage, and architecture has instilled in me a keen sense of professionalism, a strong work ethic, and sensitivity to customer satisfaction. Past supervisors have affirmed my time management skills and attention to detail. I feel more than prepared to join Dell's corporate environment where integrity and responsibility are highly valued.

I look forward to hearing from you and further discussing my candidacy. I am excited to discuss further how my background and experience will be an asset to Dell. You can reach me at (859) 123-4567 or shudson@gmail.com. Thank you for your consideration!

Sincerely,

Steven Hudson