

WRITING A COVER LETTER

A cover letter is an opportunity for you to make an obvious connection between the job requirements and your qualifications, to emphasize your interest in the position, to mention anyone who may have referred you, and to impress the reviewer with your writing ability. Do not miss this opportunity! If you are indeed serious about pursuing a position, take the extra time to craft a strong cover letter to accompany your résumé; it may prove to be the one thing that sets you apart from other applicants. (Refer to the **Communication Etiquette Guide** for a letter template.)

TIPS AND FORMATTING

Addressing Your Letter

- Instead of using the generic address line, “To whom it may concern,” do a little bit of research into the person actually receiving and reviewing applications. This may require a phone call or email, but it is well worth the time.

Paragraph One

- In the opening line of your cover letter, if applicable, make sure to include that “Sally Smith” referred you as a qualified candidate for the “Social Media Marketing Specialist” position.
- Thank the addressee in advance for reviewing your résumé and state that you are confident that your skill sets align with those which are required.

Paragraphs Two through Four

- Reference specific qualifications listed in the job posting, and link those with your accomplishments or experiences. Make sure your résumé supports your claims.
- Integrate keywords used in the job posting, avoiding plagiarism.

Closing Paragraph

- Include a phrase like, “I would be happy to provide additional information in order to move to the next stage of candidacy. I look forward to hearing from you soon”
- Sign the letter “Sincerely,” “Respectfully,” or “Regards.”

Signing Your Letter

- If you are physically delivering or mailing your cover letter, make sure to physically sign in the space between your valediction (“Sincerely,”) and your typed name.

SAMPLE COVER LETTER

1420 Austin Bluffs Parkway
Colorado Springs, CO 80918
555-555-5555 • janedoe@email.com

January 4, 2019

ABC Marketing Firm
123 Main Street
Colorado Springs, CO 80918

Dear Mr. Jones:

Thank you in advance for reviewing my enclosed résumé in submission for the available position of “Social Media and Marketing Assistant” with ABC Firm. I believe I am qualified for this position as I recently completed a six-month internship with Expert Marketing Company and will receive my B.S. degree in Business Administration with an emphasis in Marketing from the University of Colorado Colorado Springs (UCCS) in May 2010.

My studies have included coursework in advertising, branding, social media marketing, graphic design, public speaking, and professional writing. I understand that this position requires experience with several social media platforms including Facebook, Twitter, Instagram, and Pinterest, all of which I am very familiar with both personally and professionally. Additionally, I take initiative to learn and to lead in groups when appropriate in order to accomplish the task at hand.

My work is guided by integrity, thoughtfulness, ingenuity, and perseverance. Thank you for the opportunity to apply for this position, and I hope to progress to the next stage of the candidacy.

Sincerely,

Jane Doe