

## COVER LETTER GUIDELINES

**Your printed name**

**Your address**

**Your phone number**

**Your email address**

*(1 blank line)*

**Date**

*(3 blank lines)*

**Name of person you are sending your resume to** *(do research – use a real person – don't address to "to whom it may concern")*

**Person's title** *(HR Director; Internship Coordinator; President; Executive Vice President)*

**Name of company**

**Person's address**

*(1 blank line)*

**Dear Mr./Ms./Dr. then last name of person you are sending cover letter to followed by a colon:**

*(1 blank line)*

**Tell the person you addressed the cover letter to what position you are interested in, what your education and skills are and how they relate to the position. The final sentence in this paragraph should set up what you are going to talk about in the coming paragraphs.**

*(1 blank line)*

**Tell the person about any work experiences or other activities that could support him/her hiring you as an intern** *(include relevant information from your attached resume – the resume and the cover letter should always support each other). You do not want to just repeat what is on your resume though, so be sure to go into more detail. Talk about what skills were gained or lessons learned through certain experiences.*

*(1 blank line)*

**Tell the person how you fit within their organization and show that you have done your research on them**

*(1 blank line)*

**Tell the person that you will follow up with them in a week to hopefully set up an interview and be sure to thank them for their consideration.**

*(1 blank line)*

**Your closing** *(Sincerely),*

**Your hand written signature** *(or your electronic signature if you are sending the cover letter and resume electronically)*

*(Leave 3 blank lines after "Sincerely", so you'll have room for your actual signature)*

**Your typed name**

*(1 blank line)*

**Enclosure** *(your attached resume is the enclosure)*

## EXAMPLE

William Harrison Somebody  
1234 Important Street  
Anywhere, Virginia 23909  
(804) 123-1234 | William.somebody@live.longwood.edu

September 17, 2015

Mr. William B. Thalhimier  
President/CEO  
Thalhimers Department Stores  
501 East Broad Street  
Richmond, Virginia 23239

Dear Mr. Thalhimier:

As a rising senior Management major at Longwood University in the College of Business and Economics, I am very interested in an internship with Thalhimers in the downtown Richmond, Virginia store. I am a Dean's List student, have held leadership positions with The American Marketing Student Association, the National Retail Federation Student Association and am a member of the Dean's Business School Advisory Board. I feel I bring strong time management abilities, leadership skills and knowledge of retail to this position.

I have held multiple summer jobs, including the management of all after-the-sale processes/logistics with "The Dump" in Richmond. I have also worked for the "United States Post Office" at Christmas and have had management experience as the night manager of the "Congress Inn Motel" in Petersburg, Virginia. Those experiences taught me a lot about leadership and how to work with people. I understand the importance of creating a positive experience for the customer and how to motivate my team members to ensure there is a friendly atmosphere.

Thalhimers has been a retail leader since 1842 and I am anxious to experience the culture that has kept you viable for all of those years. I have high ethical values which I know will fit comfortably into your business philosophy. I have taken courses in ethics and have developed my own character through leadership positions. I have also learned from the practices of my current and previous employers, so am excited to learn more about your organization's standards as well as implement my own.

Please see my enclosed resume for more details on my qualifications for this internship position with Thalhimers. I will contact you again in a week to further discuss this opportunity. Thank you for your time and consideration.

Sincerely,

*William Harrison Somebody*

William Harrison Somebody

Enclosure

## RESUME GUIDELINES

**Name** *(your full name, not your nickname)*  
**Street Address** *(may be college or may be home)*  
**City, State Zip code**  
**Phone #**  
**Email address**

**Summary** – *a summarizing statement about yourself including your concentration and the position you are seeking and what skills/qualifications you bring.*

**Accomplishments** - *a bulleted list of measurable achievements across all experiences.*

**Work Experience** - *chronological listing of jobs you've held w/brief descriptions – NOTE: do not replicate accomplishments previously listed above. Include the following information for each experience:*

- *Company/Organization name and city, State where located.*
- *Position title and dates to represent how long the position was/is held.*
- *Bullets are used to describe responsibilities and achievements/results.*

**Education** – *list most recent education first; acknowledge the business school as accredited by AACSB*  
*Include:*

- *Name of institution, City, State.*
- *Degree Type, Concentration(s), Minor (if applicable).*
- *Graduation Date (Month and Year expected).*
- *GPA (Cumulative or Major) if above 3.0.*
- *Courses (if related to desired position).*
- *Study Abroad, Honors/Awards, and Certifications; however, as an option, these may be listed in a separate/additional section.*

**Additional Sections** – *sections such as Activities, Honors/Awards, Study Abroad, Skills (foreign languages spoken), etc. may be separated out and added as an additional section(s) in order to highlight unique qualifications. Be sure to include dates for additional information provided (unless dates are not relevant).*

## EXAMPLE

# William Harrison Somebody

1234 Important Street | Anywhere, Virginia 23909  
(804) 123-1234 | william.somebody@live.longwood.edu

I am a junior at Longwood University, majoring in Management and seeking a retail related internship for the summer of 2016 in the greater Richmond, Virginia area, utilizing my communication, customer service and teamwork skills.

### Accomplishments:

- Managed a 10 person furniture delivery team and reduced overall transportation costs by 29% through the use of GPS transport planning.
- Created an operational manual for delivery personnel which empowered them to take care of any customer related issues and thereby reduced customer complaints by 80%.
- Developed a warehouse safety program that reduced on-the-job injuries from an average of 10 per quarter to zero, which reduced the company's insurance costs by 15%.

### Work Experience:

#### **The Dump**, Richmond, VA

*Shift Manager*, April – August, 2014

- Managed all physical processes after a sale was finalized.

#### **United States Postal Service**, Petersburg, VA

*Service Manager*, November – December, 2013

- Serviced mail delivery truck fleet

#### **Congress Inn Motel**, Prince George, VA

*Night Shift Manager*, May – August, 2013.

### Education:

Longwood University College of Business and Economics, AACSB Accredited, Farmville, VA

**Bachelor of Science in Business Administration, Management** concentration, May 2017

Overall GPA: 3.2, Major GPA: 3.5

J. Sargeant Reynolds Community College, Henrico, VA

Associate's Degree in Business Administration, May 2014, Overall GPA: 3.5

### Honors:

- Longwood University, Dean's List – fall 2013/spring 2014
- J. Sargeant Reynolds Community College Dean's List – fall/spring 2012-13; fall/spring 2013-14

### Skills:

- Fluent in conversational Spanish
- Time Management
- Leadership

### Activities:

- Longwood University: Delta Sigma Pi Business Fraternity, Dean's Business School Advisory Board, American Marketing Association Student Association, National Retail Federation Student Association, fall 2013 – present
- J. Sargeant Reynolds Community College: Circle K Club, 2012-13; Cyber Forensics Club, 2011-13