



COVER LETTER

CAREER PLANNING CENTER

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WRITING YOUR COVER LETTER

A cover letter is a letter that you send to accompany your resume when you apply for a job, whether advertised or sending an unsolicited application. It is created separately and individually for each position and must be flawless. Since this is your opportunity to differentiate yourself from other applicants, a Career Planning Center counselor is available to assist you in creating a cover letter. For an appointment call (203) 254-4081 or email CPC@fairfield.edu.

WHAT IS THE PURPOSE OF A COVER LETTER?

- **To convey your motivation...** It reflects your personality, enthusiasm, and interest in the position. A strong cover letter really demonstrates your knowledge and interest in the company. Make sure you tell them why you want to work for them!
- **To illustrate how you are the right fit for the company...** It guides the reader by summarizing the skills and experiences relevant to a particular job. You want to use the cover letter to show the employer how you can help them meet their goals. Obtaining a job description and the company mission statement(s) can help relate your background to the employer's needs.
- **To demonstrate research and writing skills...** It allows you to communicate your knowledge of the employer, industry, and career field. Similarly, employers want to know that you are a strong writer - this is one way to do that!
- **To get you to the next phase...** Your cover letter and resume usually provide all the information a prospective employer will use to decide whether or not you will reach the next phase in the application process - the interview.

COVER LETTER TEMPLATE

Your Present Address
City, State, Zip Code
(1 space)
Date
(2 spaces)

Contact Name (*Always get the name if possible, if not, use HR Director's name*)
Title
Organization
Street Address
City, State, Zip Code
(2 spaces)

Dear Mr./Ms./Dr. Last Name: (NEVER USE "To Whom it May Concern")
(1 space)

1ST PARAGRAPH: Tell why you are writing; name the position, field or the general career area about which you are asking. Tell how you heard about the position or the organization. Make a connection—why do you want to work for the company? *Capture the readers attention!*

Please accept this letter and resume in application for the Advertising Sales Assistant position available at Bravo. As a junior Marketing major and an ardent fan of Bravo programming, I am eager to start my career with a dynamic company and excited to sell advertising space for such a marquee network.

2ND PARAGRAPH: Mention one or two of your qualifications that you think would be of the greatest interest to the organization. Do not simply restate your resume; explain how the experiences listed in your resume demonstrate your qualifications. Be sure to use the position's job description, that means you will have to write a unique cover letter each time you apply for a job. The goal is to show how you are the right fit for the role!

During my Promotions and Marketing Internship at Radio XY, I was able to create innovative sales and marketing presentations for new and existing clients. I also used marketing research tools to produce an active prospect list and generate compelling brand analyses. Similarly, as a Brand Management Intern at Social Management, LLC, I assisted project managers during the conception and implementation of social media plans designed to increase our client's brand awareness. As a Division I athlete I am persistent, hardworking, and have an unwavering desire to succeed, all qualities of a great sales person.

3RD PARAGRAPH: Close by making a request for an opportunity to visit the employer and thank them for their consideration of your application materials. If the job description specifically asks you not to call, take a more passive approach.

This internship is an amazing opportunity and I am confident that, if hired, I will be a positive addition to your team. I would welcome the opportunity to discuss my qualifications in person. Thank you for taking the time to review my application and I look forward to hearing from you.

Sincerely,

(Hand Written Signature)
Type your name

COVER LETTER EXAMPLES

1073 North Benson Road
Fairfield, CT 06824

September 7, 2014

John Doe
Human Resource Manager
Ashcroft, Inc.
250 East Main Street
Stratford, CT, 06614

Dear Mr. Doe,

Please accept this letter and resume in application for the Product Support Engineer position available at Ashcroft, Inc. My love of solving complex problems led me to study Mechanical Engineering at Fairfield University and immediately drew me to this position. I look forward to the opportunity to work for a company like Ashcroft that creates innovative products focused on ensuring both personal safety and preventing environmental damage.

In the job description, you mention you are looking for someone who has experience with process improvement. During my internship with Firm X, I was part of a team that developed a new procedure for sharing data and models that increased my department's on-time delivery of projects by 35%. This is just one example of experiences that will enable me to help improve processes and drive results for your Development Engineering Department, if I am selected for the position.

I am delighted at the prospect of applying my skills and experience to the challenging projects at Ashcroft. I would welcome the opportunity to discuss my qualifications in person. Thank you for taking the time to review my application and I look forward to hearing from you.

Sincerely,



Bob Barker

10 Beach Road
Fairfield, CT 06824

September 7, 2014

Jane Doe
Human Resource Manager
International Institute of Connecticut
670 Clinton Ave.
Bridgeport, CT, 06605

Dear Ms. Doe,

As an International Studies major who is also very active in community service, I possess the skills and attitude you are seeking in a fundraising intern at the International Institute of Connecticut. The mission of IICONN is one that resonates with my values and I look forward to the opportunity to help the organization raise funds for its important programs.

My coursework at Fairfield University has taught me to think critically, write well, and heightened my global awareness. I am active in the Jesuit University Humanitarian Action Network (JUHAN) and spearheaded a fundraising campaign to support victims of Typhoon Haiyan raising a total of \$5,390. Working on teams to plan, market, and execute events for JUHAN helped me develop strong interpersonal and organizational skills that will make me a positive addition to your organization.

I would value the opportunity to contribute to the International Institute of Connecticut through this internship and would welcome the chance to discuss my qualifications in person. Thank you for taking the time to review my application and I look forward to hearing from you.

Sincerely,



Barb Barker