

Copy and paste heading from resume at the top

Narrative Cover Letter Example

Note: DO NOT use the exact sentences or phrases that are in this example. USE YOUR OWN!
Use the same font as your resume.

Addressee name

Title

Company

Address

City, State, Zip

Date

Dear Ms. Jones (if you don't have a name use Recruiting Manager or Hiring Manager):

My focus on developing and executing analysis-driven online marketing plans enabled my previous employer to enjoy a 25% sales growth in one year. I am excited about the opportunity to do the same for Amazon in the role of Senior Marketing Manager, Sports & Outdoors. From my six informational interviews with current Amazonians, and from what I learned at the Foster Meet-the Firm session, I believe that I can hit the ground running and immediately deliver results in your fast-paced environment.

At HatsRUs, I developed their first social networking marketing plan, upgraded the online marketing plan with new on-site placements, and created an affiliate marketing program. By effectively managing these projects we increased web traffic by 154% and sales by 25% within one year. Our social networking and mobile marketing efforts not only drove traffic from new channels, but enhanced the customer experience by building on their desire for value and increasing their ease of shopping.

I know how much Amazon values analytical and quantitative skills so I don't mind admitting that I am a data geek, and am highly proficient with SQL and Excel. In addition, my experience as leader of the online marketing team has honed my strong communications and problem-solving skills. I look forward to discussing with you in detail how I can use these skills and experience to benefit Amazon's Sports & Outdoors team.

Thank you for your time and attention.

Sincerely,

Your name

Full-Time MBA candidate | Class of 2014

Michael G. Foster School of Business, University of Washington

First Paragraph: Open strongly, identifying your unique experience that will set you apart from other candidates. Identify the position you are applying for, and name drop if appropriate. If you are not applying through OCR, mention where you saw the job posting.

Throughout, use words and phrases from the job posting as much as possible. These key words are highlighted in this example so you can see how they are used. This letter is in response to a real Amazon job posting.

Second paragraph: Build on key accomplishments that directly address their requirements as stated in the job posting.

Third (and fourth if needed) paragraphs: Close strongly with more relevant skills, and letting them know how much you want to work for them – that you know the company well from your research - and what you can do for them. Thank them!