

A Cover Letter Guide from the Exchange

Your cover letter is usually the first document an employer will see and, therefore, should give a strong impression of you. Cover letters need to be professional, concise, and flawless.

Basic Cover Letter Checklist

- Uses same letterhead as your resume and reference page
- Includes the date
- Addresses the company name, position, and person doing the hiring
- Describes how you found out about the position (unless from a generic job search engine)
- Maintains a professional tone
- Uses concise wording and sentence structure (paragraphs should be 3-5 sentences each)
- Explains your specific qualifying traits and experiences that match the job requirements
- Mentions a follow-up and thanks hiring manager for his or her time
- Includes professional salutation and departing line, closing with your typed full name

Additional Cover Letter Tips

Use for polishing and going above and beyond!

- Spell the name of the person you are addressing and the name of the company correctly (verify spelling on the official company website).
- Choose an appropriate font— something readable and professional. No bigger than size 12 pt.
- If someone has recommended you apply or inquire about the position, mention so in your cover letter.
- Include a sentence or two that summarizes what you have done professionally and who you are personally; be brief and grab the reader's attention. Choose what is most important and reflective of the position for which you are applying.
- Relate everything back to the company and the position (you can work in marketing anywhere- why do you want to work in marketing at this particular company?).
- Get straight to the point; don't waste the time of the reader.
- If you are clearly missing experience or qualifications, address this head-on rather than ignore it. Then emphasize how you are a good fit for the company using the experiences you *do* have. Be confident.
- Re-read cover letter multiple times, and out loud. Have it reviewed by the Exchange, the Writing Center or a trusted friend or professor.
- Do not promise to follow up. If you forget to follow through you look unprofessional.

Jane Smith

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Mr. Joshua Wilson
Executive Director of Marketing
Prestige Worldwide
369 Fountain Lane, Suite B
Houston, TX 46173

*Address the hiring
manager by name.*

*Use the same
letterhead from
your resume, with
your most accurate
contact information.*

*In the opening
paragraph,
introduce yourself.
How did you find
out about this
position? What
makes you
qualified? Why are
you interested?
This section should
be short and to
the point.*

Dear Mr. Wilson:

As a Communication major at Marian University, I am eager to expand my knowledge and gain experience in the field of marketing in a business setting. My exceptional communication ability, strong attention to detail, and organizational skills make me a perfect candidate for the Marketing and Communication Internship position at Prestige Worldwide.

During my time as a student worker at Marian University, I have acquired many skills that I believe would be beneficial to this position. My work consists of creating marketing materials such as flyers, handouts, newsletters, brochures, and email advertisements. I have completed these tasks with both professionalism and creativity, skills essential for a Marketing and Communication Intern.

My previous experience in addition to my passion for effective communication, professionalism, and hard work make me a strong candidate for the Marketing and Communication Internship at Prestige Worldwide. I am excited for the opportunity to learn more about Prestige Worldwide. Should you have any questions, please feel free to contact me. Thank you for your time and consideration.

Sincerely,

Jane Smith

*End your letter by
restating why you
are interested
and/or qualified
for the position.
Make sure to
thank them for
their time and
consideration and
express interest in
an interview.*

*The middle
paragraph is the
'meat' of the
letter- explain
your traits that
would match the
interests of the
company. What
experiences do
you have that
correspond with
the job
requirements?
How have you
demonstrated the
desired skills?
Try to focus on
one or two job
experiences that
demonstrated
your strengths.*