



COVER LETTER

Purpose of a Cover Letter:

It is your introduction to the employer and an opportunity to state your interest in the position and the company. Be sure to reflect on your qualifications and articulate them through relevant and professional stories.

Cover Letter Tips:

Cover letters should be less than a page in length -- usually 3 to 4 paragraphs.

- ◆ Cover letters should be customized to each company/position and should reflect any special skills or knowledge you possess related to the job. Employers recognize generic cover letters so it is important to tailor your letter. Research the company and position description to write a strong cover letter.
- ◆ Address the letter to a specific person. Look on the website/ LinkedIn to find a contact and, if you cannot find the information, call the company's human resources office.
- ◆ Spell check and proofread to avoid errors and ask someone to proofread your letter.
- ◆ Remember to sign the letter (sign your name on a white piece of paper, take a picture with your cell phone and paste it into your letter).
- ◆ Share two or three relevant experiences/professional stories reflecting skills sought by the employer (incorporate keywords from the job description so you stand out).
- ◆ Heading, margins, font size and type should match your resume

Cover Letter Facts:

Do I need to send a cover letter with every resume I submit?

Answer: There are times when cover letters are not necessary (i.e. on campus interviews arranged through the SPDC, Job Fairs, or other special circumstances). In most cases, especially when you initiate contact, it is a good idea to include one. If ever in doubt, send a cover letter with your resume.

Does the cover letter repeat the same information listed on my resume?

Answer: The cover letter is usually read before your resume and may highlight or elaborate on specific information on your resume. More importantly, the cover letter allows you to state why you are interested in the position and explain previous responsibilities, experiences and skills you developed.

Will I come across as boastful if I write about my strengths? I feel uncomfortable "bragging."

Answer: If you carefully plan your letter and communicate effectively, you can avoid sounding boastful. Make sure to give concrete examples of how you have developed skills and used your talents.



SAMPLE COVER LETTER OUTLINE

Your cover letter header can be the same as it is on your resume **OR** type your contact information like below:

Your Name

Address

Elon, NC, 27244

Date (*that you submit the documents*)

(*Quadruple space*)

Ms./Mr. Employer Name

Title

Company

Mailing Address

City, State Zip Code

Dear Ms./Mr. _____:

Paragraph 1 – State why you are writing. Name the position and company that you are applying to. Name the source from which you learned about the position. If you learned of the position from a personal contact, it is okay to use their name (ask for their permission). This paragraph will be 2-4 sentences.

Middle Paragraph 2 – Select two or three of the skills or qualifications the employer seeks and demonstrate you have them by sharing a couple of professional stories. Each story should be two or three sentences long and provide situation or context, the action you took, and the result. This paragraph will be the bulk of your cover letter.

Middle Paragraph 3 – Discuss your interest in the organization. Consider the company's mission, values, goals, culture, projects, clients, and recent accolades. This paragraph helps employers see why you are a good fit for the position.

Paragraph 4 – Restate your interest in the position and thank the reader for their time. Refer the reader to the enclosed application form or resume. You can say that you look forward to hearing from the company soon and/or that you will call in two weeks to follow up on the status of your application. It is okay to include contact information again. This will be a short paragraph.

Sincerely,

(*Quadruple space*)

(*Your Signature, black ink or scan with a computer*)

Type your name



SAMPLE COVER LETTER

Asha Stewart
0000 Campus Box
Elon, NC, 27244
May 12, 2016

(Quadruple space)

Ms. Michelle Gonzalez
Manager of the Technology Service Desk
Elon University Campus Box 0000
Elon, NC, 27244

Dear Ms. Gonzalez:

I am interested in the Service Desk Assistant position at Campus Technology Support. The Elon Job Network is where I became aware of the position and am excited about the opportunity. I have seen the work of Campus Technology Support first hand and am impressed by the fast and efficient service provided by the knowledgeable staff to members of the University. I believe strong communication and organizational skills make me a great candidate for the position.

Through my summer work at Harris Teeter as a Home Shop Selector, I developed organizational and communication skills by documenting and processing orders, as well as interacting with customers both over the phone and in person to meet their needs and enhance their shopping experience. In one particular instance, we received an order of over one hundred items for a local business. By working with a team of employees, I was able to meet the delivery deadline and ensure the customers received the highest quality products available.

Additionally, I have gained valuable experience during my time as a co-coordinator for the Elon Volunteers Coaches Program. In this leadership role, I developed strong organizational skills by collaborating with the directors of both Graham and Burlington Recreation and Parks to assign over forty enthusiastic student volunteers to their youth basketball, soccer, and lacrosse leagues during the school year.

I hope to have the opportunity to become a valued member of Campus Technology Support staff. I would like to continue serving the Elon community by contributing my skills and work ethic to provide the best quality customer support on campus. Thank you for your time and I look forward to speaking with you soon.

Sincerely,
(Quadruple space)

(Signature, black ink or scan with a computer)

Asha Stewart



Cameron Lewis

1010 Elon Avenue. • Elon, NC 27244 • (888) 888-8888 • cameronlewis@elon.edu

August 1, 2017

Rita Recruiter
Head Marketing Coordinator
ABC Non-Profit Foundation
2424 Company Drive
Raleigh, NC

Dear Ms. Recruiter:

I am thrilled to hear about the opportunity with ABC Non-Profit Foundation as a Marketing Manager within the Communications and Marketing department. I feel that my experiences and skills fit the position well and that my personality and enthusiasm would be a good match for the innovative thinking and dedication to making a difference for which your organization is known.

I gained valuable professional experience as a freelance writing intern for Alamance Magazine. In this capacity, I learned strong communication skills using a variety of mediums, as well as the importance of research and how to work independently and under a strict deadline. I applied that knowledge to a second internship, as a creative coordinator for the Live Oaks Communication Agency. I expanded my communication skills to include graphic design and social media management and collaborated with various for-profit and non-profit clients to develop strategic marketing plans that aligned with the clients' visions and needs.

Through coursework as well as my two internship experiences, I have gained the discipline and organization to be highly successful in the areas of both marketing and communications. The mission of your organization truly speaks to me, and I would love the opportunity to talk more about how I could make a significant positive contribution to your organization.

If you would like to see examples of my work or have further questions, please do not hesitate to contact me. I hope to have the opportunity to add value to your organization through my innovative approach and dedicated work ethic. Thank you for taking the time to consider my application, and I look forward to speaking with you soon.

Sincerely,

Cameron Lewis

Cameron Lewis