



Tips for Career Success: Writing a Cover Letter

Cover letters are often requested by an employer to accompany your resume. Your cover letter allows you to expand on the specific experiences you've mentioned in your resume and how they relate to the position you're applying for; this is your chance to promote yourself. This is also a good opportunity for you to display your knowledge of the company and your enthusiasm to work for them.

GENERAL TIPS

- Proofread your cover letter. While spell check corrects many errors, it also misses words used incorrectly and poor grammar. Have someone else proofread your letter, as well.
- Exercise your written and organizational skills while writing your cover letter and maintain a professional tone. While it's important to have excellent verbal communication skills, your written communication skills are just as important and necessary. You will likely be sending many emails as well as potentially writing reports and it's important to be clear, concise, and professional.
- Your cover letter should be broken into three sections and completed in one page or less: opening, promote yourself, and closing.
- Remember to reflect your enthusiasm and positive attitude.

OPENING

- Describe the position you're applying for including the job title, company name, and how you learned of it.
- Make the reader interested in you and catch their attention. It is important that they want to read on.

PROMOTE YOURSELF

- Describe how your experiences relate to the job you are applying for and why the employer should hire you.
- Go into more detail and provide concrete examples when describing your experiences from your resume. Do not simply restate what you've already written but explain the value you've received from these experiences and why/how they relate.
- Let the employer know why you are interested in this position and how it fits into your career goals.
- Use this section to show your knowledge and research of the company and why you would fit in. Each cover letter should be tailored to certain positions and companies.

CLOSING

- Stress your interest and enthusiasm. Make it clear that you want an interview.
- Leave the best time and method of contacting you for further information.
- Thank the individual for his/her time and consideration.

DID YOU KNOW?

Employers rank teamwork as they #1 skill they are looking for in recent college graduates. Don't forget to write about team & leadership experiences in your cover letter!

Source: NACE *Job Outlook 2014*

SAMPLE COVER LETTER

Sara Smith
500 Salisbury Street, Box 111
Worcester, MA 01609
508-123-4567
ssmith@assumption.edu

August 30, 2014

Emily Wright
Enterprise Holdings, Inc.
400 Rental Road
Chelsea, MA 01115

Dear Ms. Wright,

I am applying for the Management Internship Program that is posted at Assumption College. I believe I am a strong candidate for this position because of my coursework in business and my customer service experience at Stop and Shop.

As a Marketing Major, I have taken several courses focusing on marketing and sales strategy. For example, in my Marketing Management course, I was the team leader for a group project where we developed and implemented a marketing strategy to promote a local business and to drive foot traffic and increase sales. I worked directly with the business owner to understand his needs and reported them back to the team. Our team created and executed an advertising campaign using social media that ultimately increased the company's sales by 10%.

In addition to my coursework in business and marketing, I have consistently worked at Stop & Shop for two years and maintained roughly 20 hours per week while attending school full time. In addition to assisting customers at checkout, I also occasionally assist the manager of the Produce Department by restocking the inventory. While I'm on the store floor, I greet all customers in my area and help them find what they are looking for. As a result of my strong customer service skills, I was recognized as Employee of the Month in July 2012.

I am excited about the opportunity to become an intern at Enterprise Rent a Car. I am available for an interview at your earliest convenience and look forward to hearing from you. Please contact me at (508) 123-4567 or ssmith@assumption.edu. Thank you for your time and consideration.

Sincerely,
Sara Smith