

Enhancing Professional and Personal Development

MAKING YOUR COVER LETTER COUNT



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What Is The Importance Of Making A Cover Letter?

- A cover letter lets the employer see your qualifications, achievements, and work experience in a more detailed context.
- While your resume highlights your skills and experience, a cover letter makes your application stand out by allowing you to explain why you're the best fit for the job, highlight key experiences, and showcase your personality.
- Including a cover letter shows employers you're putting in extra effort, which makes you seem more dedicated and qualified compared to other candidates.

[What Does A Cover Letter Enable You To Do?](#)

- A cover letter enables you to personalize your application, explain why you're the right fit for the role, and show how your background aligns with the company's needs and objectives.
- A cover letter demonstrates your understanding the company's goals and how you can contribute to its success.

What Should Be Added In Your Cover Letter?

Introduction

- Start by introducing yourself to the employer. Briefly summarize your qualifications and relevant job experiences, and express your enthusiasm for the position and organization.

Exhibiting

- Provide why you are eligible for this role. Presenting qualifications and past experiences that can be applied to this job proves your eligibility.

Customize

- For each position you apply for, your cover letter will need to be tailored for that role. Companies look for different skills and qualifications. So, revise your cover letter based on the job description and goals of that company.

Highlight Achievements

- Elaborate on past achievements that apply to the position you are applying for. Additional achievements others may not have will make the employer more interested. (i.e. fluent in Polish).

Expressing Enthusiasm

- Convey how excited you are for the position and to work with the company.
- Express how you look forward to hearing from the employer to show that you truly are interested in the position.

((Note: This letter will demonstrate your communication style, so make sure you are using your professional writing when creating the cover letter.))

Tips To Making A Cover Letter

Every word in your cover letter, much like your resume, should captivate the reader and clearly demonstrate your value, keeping the employer engaged from start to finish.

KEY ELEMENTS

- Introduce yourself. Provide how you learned about the job position.
- Address the letter to a specific person stated on the application. If the hiring manager's name is not listed on the application, try searching LinkedIn for someone who works in that department of the company; even if it's not the exact person, having a name on your cover letter is better than leaving it blank. You could also address it to "Hiring Manager" if you do not find anybody on LinkedIn.
- Use proper English and avoid contractions such as "don't" or informal phrases like "gonna."
- Answer the questions, "Why did you choose this company?", and "Why should they hire you?"
- Keep your cover letter at one page, 3-4 paragraphs total.

DO

- Choose a non-serif, font style (i.e. Arial)
- Make the font size 11 or 12.
- Proofread and edit your letter, several times.
- If sent over email, attach your cover letter and resume as files to the email. Have the subject line be clear and concise - include your name and what the email is about.

DON'T

- Copy and paste from your resume. The cover letter is to help you stand out, while your resume is to focus on essential details of your experience.
- Discuss personal matters as it may make employers uncomfortable or distract from your qualifications.
- Tell the employer what you expect of them. This cover letter is to discuss what you can provide for the company.

Layout Of A Cover Letter

Date

Dear **[Hiring Manager's Name]**,

1. I am writing to express my genuine interest in the **[Internship you are applying for]** at the **[The name of the organization]**. It was advertised by my University **[State which University you attend]** on a website called Handshake. As an ambitious undergraduate student majoring in **[State you major and also if you have any minors, and if so what]**. I am eager to contribute my skills and experiences to your esteemed team.
2. **[The Organization that you are applying to]** commitment to expanding its business while maintaining a **[What resonates with you]** approach resonates deeply with me . I am inspired by your recent **[What was something that this company has done recently that you admire]**, and I am excited about the opportunity to contribute my creative insights to your future endeavors.
3. One of the highlights of my academic journey was collaborating with my team on **[What you did for an internship and where]** Together, we brainstormed and executed **[Name of the event, and what was the purpose of the event]**. As part of the **[What team did you work with]**, I collaborated closely with colleagues to develop **[What did you develop with this team]**. My contributions included **[What did your role in the internship involve]**. Through this experience I gained **[What did you gain from your internship experience]**. Beyond hands-on experience, my coursework has equipped me with a solid foundation in **[State what your coursework was]**. My minor **[State one if you have one. If you do not then you can go a little more in depth of what your coursework involved]**.
4. I am excited about the possibility of joining the dynamic team at **[The name of the organization]** and contributing to its continued success. Thank you for your time and consideration. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,

[Your signature]

1. This is where you introduce yourself. It is where you talk about who you are, how you found the position, what school you are from, and what your major is. This is also the first part of where you have to show interest in working with the company.
2. This is where you should express your interest in the position and the company. This is also where you relate the position, as well as the goal of the company to your own personal interests.
3. This is where you would discuss past experiences. A good point to bring up is internships that you have done, what you learned from it, and what roles you have played in this internship. This point should be on topics that will boost the employer to want to look at your resume. These have to be things that will make you stick out.
4. This is where you thank the employer for taking the time to look at your cover letter, as well as taking the time to consider you for this position.

Victoria Bluejay
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May 14, 2024

Dear Hiring Manager,

I am writing to express my genuine interest in the Digital Marketing Internship at Proactive Consulting Group, advertised on Elmhurst University's Handshake platform. As an ambitious undergraduate student majoring in marketing with a minor in communications, I am eager to contribute my skills and experiences to your esteemed team.

Proactive Consulting Group's commitment to expanding its business while maintaining a customer-first approach resonates deeply with me. I am especially inspired by your recent campaign, "Load of Hope" and am excited about the opportunity to bring my creative insights to your future initiatives.

One of the highlights of my academic journey was collaborating with my team on a marketing fundraiser for the World Wildlife Fund: #EndangeredEmoji campaign, designed to promote awareness of endangered species. Together, we brainstormed and executed an engaging social media strategy that connected with our audience in a meaningful way. My contributions included creating custom animal emojis representing endangered species and implementing a plan where every Twitter repost of these emojis would trigger a \$0.10 donation to the campaign. This collaboration not only raised awareness and funds but also strengthened my understanding of how social media can inspire action and drive measurable results.

Beyond hands-on experience, my academic coursework has provided me with a solid foundation in digital marketing, marketing research, and professional selling. My minor in communications has further enhanced my ability to connect with audiences, craft compelling messages, and effectively express ideas tailored to diverse stakeholders.

I am excited about the possibility of joining the dynamic team at Proactive Consulting Group and contributing to its continued success. Thank you for your time and consideration. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,

Victoria Bluejay

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