

# Writing Effective Cover Letters

A cover letter serves to explain why you are applying for a position and why you are the ideal candidate. Resumes are only as good as the letter accompanying them. So make sure that you spend time on your letter and direct it to the appropriate person. What you write and how you write it tells potential employers a great deal about your professionalism, competence, and personality.

## Opening Paragraph:

- What is your intent for writing this letter?
- What position are you applying for and how did you learn about it?

Briefly introduce yourself (and your major, and degree, if needed). Be specific about the position you are applying for. If someone recommended you for this opening/organization, this paragraph should mention them and the **subsequent factors** that prompted you to apply. Your **interest** is vital and needs to be conveyed professionally. Instead of writing “I really want to work as Analyst here”, write “My past experience as an Analyst Intern where I developed quantitative and communication skills learned through writing business reports and identifying financial status by comparing and analyzing results with forecasts have set me up perfectly for this opportunity here”.

## Second Paragraph:

- What are your qualifications?
- Why do you want to work for this organization? What would you enjoy doing for them?

Describe the most relevant highlights from your background that would be of greatest interest to the employer. DO NOT regurgitate your whole resume or LinkedIn profile. For the Analyst example, further expand on your responsibilities and accomplishments. Include other relevant professional and personal experiences. Like the resume, appropriate use of action verbs is essential in this paragraph. Along with your skills, convey why you are interested in the organization and information you know about their services. **Remember:** Make your argument about how you add value to the organization. [This paragraph can be divided into 2/3 paragraphs based on content]

## Closing Paragraph:

- What is your plan of action?

Close your letter by stating that you would like to discuss employment opportunities or other information with the individual and that you will await their response. This demonstrates your interest in the position and organization and your initiative to actively seek out opportunities.

## Formatting Tips:

- Use same font as your resume (Garamond)
- Start off with your name, address, and contact information, then the addressee and organization name and address, followed by the date you are submitting [all left aligned]
- Write in block format – do no indent
- Revise, revise, revise for spelling and grammatical errors. [Print out a copy and read out loud]
- If submitting online, make sure it is a PDF document, not Word.

# Sample Cover Letters

## Job Posting:

### Intern (Arts & Culture)

Company Name: Port of San Diego | Company Location: San Diego, CA, US

Seniority Level: Internship | Employment Type: Temporary

## Job Description:

Arts & Culture is focused on creating a vibrant waterfront destination with innovative artworks, cultural programming, and activation opportunities that enhance the visual excitement and cultural richness of Port tidelands. The intern position for Arts & Culture will provide an opportunity for an art-focused intern to gain both public service and real-world experience in the arts. Duties will include data collection and management; assisting with art-related events; helping create presentations; project support; and other administrative support, as needed.

## Qualifications:

College level students currently enrolled in at least twelve (12) semester units at an accredited college or university, majoring in a field of study closely related to current vacancies, may qualify for Intern I appointments. Students in their final semester/quarter who need less than full-time enrollment to graduate with a 2 or 4-year degree need only be enrolled part-time in courses required for degree completion, with verification from the college or university registrar.

Draft 1

Dominic S. Freshman  
1000 Main St, Crawfordsville, IN 47933  
(765) 321-1234  
dsfresh21@wabash.edu

Mrs. Pamela B. Halpert  
Port of San Diego  
3165 Pacific Hwy  
San Diego, CA 92101

June 8, 2018

Dear Mrs. Halpert:

The purpose of this letter

Port of San Diego. Working here is of particular interest to me because I will have the opportunity to combine my passions for art and helping people to experience a meaningful employment. With my current education in the arts, sales knowledge, and experience as a successful deliberator, I believe I can make a valuable contribution to both the organization and the community it serves.

I am currently working towards a B.A. in Art, where I intend to concentrate in Studio Art Drawing. My current position of Camera Operator has enabled me to enhance my knowledge of visual art and how to create better infographics to attract more people to campus events. As the President of my high school Art Society, I was in charge of creating an art presentation for the campus-wide art event, along with reaching out to students and members of the local community to attend the event. After the event, I conducted a feedback survey to help prepare a data collection to improve future events.

I discovered my passion for helping people when I first worked as the Counselor at Camp Wilderness in the summer of 2016. In that eight-week period, I was also able to develop valuable communication skills through working with 6 other counselors. I honed my leadership skills and professional behaviors, such as time management and disagreeing productively, to be a positive influence on the work environment. This experience led me to be part of the Wabash Acts Responsibly Council to facilitate campus-wide dialogues to make the campus more inclusive. The knowledge I acquired from the Sales Immersion program can go hand in hand with my deliberation techniques and art knowledge to help create a vibrant waterfront destination with innovative artworks, cultural programming, and activation opportunities that will enhance the visual excitement and cultural richness of Port tidelands.

I would enjoy speaking with you further to discuss, in detail, how I envision my time at Port of San Diego.

Thank you for your consideration, and I look forward to learning more about the position.

Sincerely,

Dominic S. Freshman

Draft 2

Dominic S. Freshman  
1000 Main St, Crawfordsville, IN 47933  
(765) 321-1234  
dsfresh21@wabash.edu

Mrs. Pamela B. Halpert  
Port of San Diego  
3165 Pacific Hwy  
San Diego, CA 92101

June 8, 2018

Dear Mrs. Halpert:

The purpose of this letter is to express my interest in the Arts & Culture Intern position available this summer at Port of San Diego. Working here is of particular interest to me because I will have the opportunity to combine my passions for art and helping people to have a meaningful employment experience. With my current education in the arts, sales knowledge, and experience as a successful deliberater, I can make a valuable contribution to both the organization and <sup>SD</sup> [the community] it serves by creating a vibrant waterfront destination with innovative artworks, cultural programming, and activation opportunities that will enhance the visual excitement and cultural richness of Port ~~land~~lands. <sup>OK</sup>

<sup>OK</sup> I am currently working <sup>OK</sup> towards a B.A. in Art, <sup>w/a focus</sup> where I intend to concentrate in Studio Art Drawing. My experience as Camera Operator has enhanced my knowledge of visual art and how to create better infographics to attract more people to campus events. As the president of my high school ~~Art~~ Society, I was in charge of creating an art presentation for the campus-wide art event, along with reaching out to students and members of the local community to attend the event. After the event, I conducted a feedback survey to prepare an exhaustive list of suggestions to improve future events.

I discovered my passion for helping people when I first worked as the counselor at Camp Wilderness in the summer of 2016. In that eight-week period, I developed valuable communication skills through working with 6 other counselors. I honed my leadership skills and professional behaviors, such as time management and disagreeing productively, to be a positive influence on the work environment. This experience led me to be part of the Wabash Acts Responsibly Council to facilitate campus-wide dialogues on current political and socio-economic events to make students more well-rounded citizens. I can foster such conversations within the organization and <sup>SD</sup> [the local community] <sup>the</sup> to improve customer experience at Port of San Diego.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,  
Dominic S. Freshman



Draft 3

Dominic S. Freshman  
1000 Main St, Crawfordsville, IN 47933  
(765) 321-1234  
dsfresh21@wabash.edu

7 single space

Mrs. Pamela B. Halpert  
Port of San Diego  
3165 Pacific Hwy  
San Diego, CA 92101

7 single space

June 8, 2018

Dear Mrs. Halpert:

The purpose of this letter is to express my interest in the Arts & Culture Intern position available this summer at Port of San Diego. I am interested in working here to combine my passions for art and helping people. <sup>start w/ passion</sup> With my current education in the arts, sales knowledge, and experience as a successful deliberator, I can make a valuable contribution to both the organization and the San Diego community by creating a vibrant waterfront destination with innovative artworks, cultural programming, and activation opportunities that will enhance the visual excitement and cultural richness of Port tidelands.

<sup>Re-word</sup> I am currently working towards a B.A. in Art, with a focus in Studio Art Drawing. My experience as <sup>a</sup> Camera Operator has enhanced my knowledge of visual art and how to create better infographics to attract more people to campus events. As the president of my high school art society, I was in charge of creating an art presentation for the campus-wide art event, along with reaching out to students and members of the local community to attend the event. After the event, I conducted a feedback survey to prepare an exhaustive list of suggestions to improve future events. - ~~BAF~~

<sup>mediating</sup> I discovered my passion for helping people when I first worked as the counselor at Camp Wilderness in the summer of 2016. In that eight-week period, I developed valuable communication skills through working with 6 other counselors. I honed my leadership skills and professional behaviors, such as time management and disagreeing productively, to be a positive influence on the work environment. This experience led me to be part of the Wabash Acts Responsibly Council to facilitate campus-wide dialogues on current political and socio-economic events to make students more well-rounded citizens. I can foster such conversations within the organization and the local community to improve customer experience at the Port of San Diego.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

Dominic S. Freshman

Draft 4

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dsfresh21@wabash.edu

Mrs. Pamela B. Halpert  
Port of San Diego  
3165 Pacific Hwy  
San Diego, CA 92101

February 8, 2018

Dear Mrs. Halpert:

The purpose of this letter is to express my interest in the Arts & Culture Intern position available this summer at Port of San Diego. My passions for art and helping people have led me to this position. Integrating an arts education, sales knowledge, and deliberation experiences, I can make a valuable contribution to both the organization and the San Diego community by creating a vibrant waterfront destination with innovative artworks, cultural programming, and activation opportunities that will enhance the visual excitement and cultural richness of Port tidelands.

My experience as a Camera Operator has enhanced my knowledge of visual art and how to create better infographics to attract more people to campus events. As the president of my high school art society, I was in charge of creating an art presentation for the campus-wide art event, along with reaching out to students and members of the local community to attend the event. After the event, I conducted a feedback survey to prepare an exhaustive list of suggestions to improve future events.

I discovered my passion for helping people when I first worked as the counselor at Camp Wilderness in the summer of 2016. In that eight-week period, I developed valuable communication skills through working with 6 other counselors. I honed my leadership skills and professional behaviors, such as time management and conflict resolution, to be a positive influence on the work environment. This experience led me to be part of the Wabash Acts Responsibly Council to facilitate campus-wide dialogues on current political and socio-economic events to make students more well-rounded citizens. I can foster such conversations within the organization and the local community to improve customer experience at the Port of San Diego.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

Dominic S. Freshman

## **Business Analyst Intern**

Ricardo | Detroit, MI

The Business Analyst Intern will focus on the analysis of issues and challenges faced by today's businesses, contributing to the design and development of innovative strategies as well as delivering market and product knowledge for our clients. Typical assignments include competitive intelligence gathering, voice of the customer/market activities, aptitude for analyzing large databases of information, conducting financial and market analysis, developing client presentations and supporting clients with implementing the resulting recommendations.

### **Core Responsibilities:**

Support clients on a wide variety of topics, including, but not limited to:

- New product development and new market entry strategy development
- Assessing market drivers and customer needs as part of product strategy development
- Competitive benchmarking of products and technologies – Product cost estimation, performance benchmark, life cycle cost analysis, overall business model review
- Collect data from secondary sources and assist the team in identifying new information sources
- Design and execute qualitative and quantitative primary research
- Support senior leadership team in business development activities, as required
- Engage in overall RSC marketing activities by being active in authoring white papers, industry publications and presenting at market specific conferences

### **Requirements:**

- Strong analytical skills and experience conducting in-depth data analysis
- Relevant professional work experience in product planning, product development, purchasing/procurement
- Self-starter with excellent organization and time management skills able to structure own work and work independently
- Ability to communicate complex ideas clearly, with excellent written & verbal presentation and communication skills; also able to recommend solutions to senior client leadership
- Skilled in using PowerPoint, MS Word, Excel
- Previous experience in consulting role a plus

Draft 1

Alex O. Upperclassmen  
200 S. Milner St., Vallejo, CA 94589  
(805) 565-9999  
aoupperc20@wabash.edu

Vyom Neeraj — Company  
40000 Ricardo Dr  
Detroit, MI 48111

February 16, 2018

Dear Mr. Neeraj,

The purpose of this letter is to express my interest in the Business Analyst position available this summer at Ricardo. I was drawn to this position because Ricardo's vision of innovating and providing sustainable energy technology aligns with my philosophy and future ambitions. My experiences in new business plan development and budget analysis can assist Ricardo in designing and developing innovative strategies while my broad liberal arts education will aid effective communication of market and product knowledge to our clients.

As one of the Liberal Arts Bridges to Business Intern last summer, I worked in a group of five to enhance my business, finance, and marketing knowledge. By analyzing financial documents such as balance sheets, cash flow statements, and income statements along with customer preferences and sales trends, we formulated future projections of revenue generation, annual growth rate, net profit value, and internal rate of return to develop and present business plans for investors for an innovative app solution that addressed the issue of online food orders. The new plan reduced cost and waste by 20% and time to process orders by 35%. This successfully coincides with Sir Harry Ricardo's mission to 'maximise efficiency and eliminate waste'.

Along with the LABB experience, my broad education in liberal arts was vital to segue into my next position as Financial Services Intern later in the summer. The tenacious research skills developed over the course of my freshman year was crucial when conducting secondary research on four major mobile payment companies. My strong analytical and communication skills ensured I led the team project and delivered to Market Research Manager and Vice President of Financial Services. The difference clients experience when working with Ricardo is a result of the meticulous research and development and successful communication, and I will be able to contribute valuable input in each of these stages. The value Ricardo places on empowering its employees to carve out their own distinct paths within the organization will unquestionably help continue my growth on both professional and personal levels.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

Alex O. Upperclassmen



Draft 2

Alex O. Upperclassmen  
200 S. Milner St. Vallejo, CA 94589  
(805) 565-9999  
aoupperc20@wabash.edu

Mr. Vyom Neeraj  
Ricardo  
40000 Ricardo Dr  
Detroit, MI 48111

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As <sup>a</sup> one of the Liberal Arts Bridges to Business Interns last summer, I worked in a group of five to enhance my business, finance, and marketing knowledge. By analyzing financial documents ~~such as balance sheets, cash flow statements, and income statements~~ along with customer preferences and sales trends, we formulated projections of revenue generation, ~~annual growth rate, net profit value, and internal rate of return~~ to develop and present business plans <sup>to</sup> for investors for an app solution that addressed the issue of online food orders. The new plan reduced cost and waste by 20% and process time by 35%. This successfully coincides with Sir Harry Ricardo's mission to "maximise efficiency and eliminate waste."

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Add I sent to reinforce value to team.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

Alex O. Upperclassmen

Draft 3

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Along with the LABB experience, my broad education in liberal arts was vital to my next position as Financial Services Intern later in the summer. The research skills and techniques developed over my freshman year at Wabash were fruitful when conducting secondary research on four major mobile payment companies. ~~My strong analytical and communication skills ensured I led the team project and presented to the Vice President of Financial Services.~~ Ricardo guarantees clients meticulous research and development and successful communication, and I will be able to contribute valuable input in each of these processes. The value Ricardo places on empowering its employees to carve out their own distinct paths within the organization will help continue my growth on both professional and personal levels.

Thank you for your consideration, and I look forward to discussing this position with you.

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Draft 4

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Detroit, MI 48111

February 16, 2018

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Ricardo guarantees clients meticulous research and development accompanied by successful communication. I will be able to contribute valuable input in each of these processes. This confidence comes from my performance as Financial Services Intern and my broad education in the liberal arts. The research skills and techniques developed over my freshman year at Wabash were fruitful when conducting secondary research on four major mobile payment companies. Leading this project and presenting to the Vice President have appropriately set me up to do the same here – both to the senior management and the clients. Furthermore, the value Ricardo places on empowering its employees to carve out their own distinct paths within the organization will help continue my growth on both professional and personal levels.

Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

Alex O. Upperclassmen

Draft 5

Alex O. Upperclassmen  
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Vallejo, CA 94589  
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aoupperc20@wabash.edu

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Thank you for your consideration, and I look forward to discussing this position with you.

Sincerely,

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