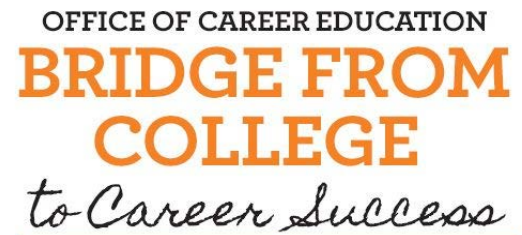


Cover Letters

It's another opportunity to make a good impression!



Specific Types of a Cover Letter

A cover letter should be written anytime you are applying to a job, and should be submitted along with your résumé. Even if the employer does not specifically ask for a cover letter, assume that one is needed. There are two types of cover letters:

Letter of Inquiry: Letter written to inquire about opportunities or request general information about a company.

Letter of Application: Letter written to apply for a specific position within the company.

General Guidelines

- Use a cover letter when you are unable to introduce yourself face-to-face.
- Use block or modified block business letter format; keep the wording professional.
- Keep it to 250-400 words.
- Send each letter to a specific person; make it personal.
- Individualize the letter by incorporating information you have acquired through company research; avoid form letters.
- Laser print the letter on high quality paper that matches your résumé.

Purpose of a Cover Letter

- Gives you the opportunity to convince an employer to read your résumé.
- Allows you to express your interest and enthusiasm in the position, as well as state what you can do for the organization.
- Enables you to target your résumé and highlight your transferable skills.
- Strengthens your chances of securing an interview.
- Demonstrates your written communication skills.

Parts of a Cover Letter

Introductory Paragraph

- Be sure to capture the employer's interest in the first few sentences – give them a reason to keep reading.
- Briefly give some professional background information about yourself.
- If sending a letter of application:
 - State the specific job title of the position for which you are applying.
 - Mention how you learned of the job opening.
- If sending a letter of inquiry:
 - Specify your reason for writing; indicate if you are inquiring about employment opportunities.
 - Indicate your knowledge and/or interest in the organization.

- Highlight your strengths and qualifications. Use specific examples to provide evidence of skills, experiences, and accomplishments.
- Mention how your career plans, skills, education and /or experience are relevant to the position and/or how they coincide with the organization's needs.
- Make a good first impression; this is your first chance to "sell" yourself.

Concluding Paragraph

- Refer them to your résumé.
- Indicate what actions you would like to have happen next:
 - State your desire for a personal interview – OR – Encourage them to contact you if they have questions regarding your qualifications/experience.
- Express your appreciation for the employer's time and consideration

Body Paragraph(s)

- Avoid restating the same details from your résumé.

Follow Up

Unless the employer has indicated "no phone calls," you should contact the organization by phone within one week after submitting your cover letter and résumé. Ensure they have received your materials and learn more about the position or organization. This follow-up also allows you an opportunity to promote your skills for the position and remind them of your interest in their organization.

Office of Career Education ☒ Knight Hall Suite 100 ☒ 215-572-2939 ☒ careerhelp@arcadia.edu

Arcadia University and Arcadia University's Office of Career Education disclaim any liability for the recruiting, hiring, or employment practices of employers using Handshake or participating in recruiting events. Employer access to Handshake or recruiting events does not constitute an endorsement of that organization.

Career Education is not involved in the actual transaction between employers and students/alumni.

John C. Smith

(215) 555-5555 | 450 S. Easton Road, Glenside, PA 19038 | jsmith_03@arcadia.edu

September 15, 20XX

Mr. David P. Jones
Director of Human Resources
ABC Company
123 Business Boulevard
Philadelphia, PA 19102

Dear Mr. Jones:

I am writing to apply for the Assistant Editor position at ABC Company advertised on LinkedIn. As a graduating senior from Arcadia University's English Department with a minor in Creative Writing, I feel confident that my experiences in writing and editing make me an ideal candidate for this position. I am particularly interested in your organization because of your commitment towards bettering the community through writing.

At my current position as Writing Tutor at the university's Writing Center, I develop teaching plans for students and provide feedback on their writing assignments. I also work with international students whose first language isn't English. This experience has helped develop my ability to communicate with people from diverse backgrounds and help them overcome language obstacles through writing. In addition, my internship at Digital Media Advisors over the past two summers has sharpened my writing skills. Specifically, I have developed and edited digital marketing content as well as created engaging design layouts. I assisted senior editors in selecting, acquiring, developing and publishing new articles, resulting in significant business growth and increased consumer purchases of both print and digital magazines.

My practical experience and eagerness to enter the publishing business will make me a beneficial addition to ABC Company. Attached you will find my résumé which further outlines my educational background and experiences. Should you have any questions, please contact me at jsmith_03@arcadia.edu or by phone at (215) 555-5555. Thank you very much for your time and consideration.

Sincerely,

John C. Smith

Dorsey Thomas

450 S. Easton Road, Glenside, PA 19038
dthomas@gmail.com
(215) 555-0000

June 1, 20XX

Ms. Anita Promotion
Director of Human Resources
Signing Bonus
1 Payroll Street
Harrisburg, PA 17101

Dear Ms. Promotion:

Attached please find my resume for your Marketing and Special Events Coordinator. I became aware of the position while exploring the job listings on Handshake. As the regional leader in promoting the services of clients in the public sector, I am particularly interested contributing to the success of Signing Bonus's goals.

At ESPN Television, I had the opportunity to hone my marketing and events management skills. As a media relations intern, I coordinated press conferences, designed marketing materials, and assisted with the successful execution of 15 events. These tasks required a high level of attention to detail, creativity, teamwork, and organization. Additionally, as a Resident Assistant at Arcadia University, ensured the safety of more than 50 undergraduate students on a daily basis. In this role, I established the "Multicultural Mashup" where students learned about the unique music, foods and art native to other students' cultures. This experience allowed me to further develop my event planning and marketing skills while effectively working with individuals from diverse backgrounds to achieve a common goal.

My collective experiences complement those needed in your Marketing and Special Events Coordinator position. I look forward to discussing how I can contribute to the success of the Signing Bonus team. Thank you for your time and consideration and I look forward to meeting with you soon.

Sincerely,

Dorsey Thomas