



Cover Letters and Other Correspondence

Overview of Cover Letters

A cover letter is used when you are responding to an announced opening or submitting your resume for consideration. A good letter will complement and selectively expand on your resume to convey your fit with the position and organization.

COVER LETTER TIPS

1. Research the intended recipient thoroughly and understand the nature of the organization's products or services before you begin writing.
2. Keep your letter short, no more than one page.
3. Prepare a specific letter for each employer.
4. When possible, address each employer by name and title.
5. Open your letter with a strong sentence that will encourage the employer to keep reading.
6. Use accomplishment statements to describe your skills and contributions. Give specific examples of results you have delivered.
7. Be sure to demonstrate how you can support the organization rather than how you hope to benefit from the job.
8. Tailor your letter to the interests and needs of the person to whom you are writing. Focus on outcomes that will help solve the employer's problems.
9. Check carefully for grammatical and typing errors. Have someone else proofread your letter before sending.



Contact Information

A formal letter sent through the mail should include your address, date, and the employer's address. A cover letter sent through email does not need to include this information.

sample

123 Market Street
Santa Clara, CA 95053

April 3, 20XX

Ms. Maria Lopez
Human Resources
Pay Pal
555 PayPal Drive
San Jose, CA 95555

Dear Ms. Lopez,

I am eager to apply for the Social Media Marketing Internship with PayPal which was posted on Santa Clara University's job board. I am a junior at Santa Clara University studying communication and have been an active PayPal customer since 2005. I have made numerous purchases online with my PayPal account, including my wire-haired fox terrier, Sparky, who came from a breeder in Wyoming. I got the pick of the litter because the breeder preferred a payment through Pay Pal over other payment vendors.

I understand the importance of maintaining PayPal's reputation as a trusted partner, who facilitates quick, secure, predictable transactions in today's interconnected world of social media. With my deep understanding of the PayPal brand, proven experience with social media, and strong leadership skills, I believe that I would be an excellent candidate for the Social Media Marketing Internship.

As a Student Marketing Assistant at the Career Center at Santa Clara University, I helped maintain our Facebook page and played an integral role in generating 25% more followers in my first six months of employment by creating a series of videos that interviewed students about their internship experiences. The video series garnered over 100 Likes and was even written up in our school newspaper, *The Santa Clara*.

In addition to my social media experience, I have proven leadership skills as a Resident Assistant for a residence hall on campus, where I was responsible for the safety and well being of 40 students. I learned how to work with people with very diverse backgrounds and interests and found a way to maintain a friendly, open, living environment for everyone.

I believe my skills and experiences make me an excellent match for the Social Media Marketing Internship position. I welcome the opportunity to meet with you in person or to speak to you over the phone to discuss my qualifications with you at your convenience. Thank you for your time and interest, and I hope to hear from you soon. I can be reached by phone at 408.555.5555 or through email at annajunior@gmail.com.

Sincerely,

Anna Junior
[your signature]

Opening Paragraph

Announce the purpose of your letter and provide the reader with a compelling reason to read on. Indicate who you are and what you want. State the reason for writing, naming the position or type of work for which you are applying.

Body Paragraph(s)

What can you offer to the employer? Describe your strongest qualifications that match the position requirements. Describe the unique skills and background that make you the perfect fit for the organization and position. Be sure to include specific examples of your accomplishments.

Closing Paragraph

Assert your confidence that you are qualified for the position. State your next step, whether it is to call to follow up on your letter, or if you look forward to the opportunity to discuss your qualifications in detail at their convenience. Thank the person for his/her time and interest.



Mark Gregory

560 Union St, Santa Clara, CA
mgregory@scu.edu / 408.714.5401

sample

April 20, 20XX

Quantcast
201 3rd Street
San Francisco, CA 94103-3153

Dear Hiring Committee,

I am excited to apply for the Sales Development Representative position at Quantcast, which was referred to me by Ms. Monica Smith. I am currently a senior at Santa Clara University studying finance and have been a clicker of targeted advertising for years, beginning with the purchase of my first guitar, to a pair of board shorts that I acquired for a family surfing trip.

I am extremely impressed, and fascinated, with the solutions that Quantcast offers. The comprehensive data analysis coupled with predictive intelligence to influence consumers' purchasing decisions can positively impact any company. With my deep understanding of Quantcast, proven prospecting, communication, and team leadership skills, I believe that I am a great candidate for the Sales Development Representative position.

As a Sales intern at Upward Mobile, I generated and qualified hundreds of valuable leads for the sales team, many of which resulted in actual sales. After being successful with prospecting, I was given more responsibility as an actual sales representative. In this role I called clients, pitched Upward's product, and set demonstrations in order to sell Upward's hardware.

In addition to my prospecting experience, I have proven communication skills as a Junior Acquisition Associate with XYZ Investments, where I was responsible for assisting the Account Executive team and re-qualifying leads. In this position I called 60 clients per hour in order to offer marketing materials. I was very successful with communicating my goals and the benefits I was offering, resulting in an average of 84% of prospects accepting the marketing materials I was pitching.

Finally, my experiences as pledge class president has proven my ability to act as cooperative team member, as well as a leader. My responsibilities to communicate, delegate, and ensure the completion of objectives to a 26-person pledge class has given me the ability to successfully work with people with diverse backgrounds and interests.

I am confident that my skills and experience make me an excellent match for the Sales Development Position. I look forward to the opportunity to meet with you or to speak with you over the phone to discuss my qualifications. Thank you for your time and interest, I hope to hear from you soon.

Sincerely,

Mark Gregory



sample

Jane Osio

3540 Coastland Drive • San Jose, CA 95126 • Phone: (408) 658-4931
E-Mail: josio@gmail.com

January 7, 20XX

Dear Hiring Committee,

My name is Jane Osio, and I am currently Sociology major at Santa Clara University in California, set to graduate this June.

I started using Musicmix about five years ago, and it immediately became one of my favorite sites. As an avid live music lover, I was thrilled to realize I'd never have to miss a gig again. Whenever I reached out to the Musicmix team for help, and when I was a runner up for the review contest last year, I was met with friendly, passionate customer service. Musicmix combines great community relations with a genuine passion for music and a sensibility for what is needed in the music technology world: all qualities that I find to be extremely inspirational.

I too am passionate about music, and I currently have a weekly live radio show on Santa Clara University's radio station, KSCU. I love nothing better than sharing music discoveries with listeners, especially after I get the chance to see a great new band live—I've been an avid concertgoer since I was 14 years old, and the experience only continues to get better with each gig.

I studied and interned abroad in London from 20XX to 20XX, and some of my most memorable experiences there were going to gigs—most of which I found through Musicmix. I had the most music-immersive experience I could hope for during my time there, as I took a course on the History of Music in 20th Century Britain and interned for Modern DJ Management. At my internship I effectively communicated with artists and venues, and researched potential new clients. It was an amazing opportunity to learn about customer service in a music-saturated environment.

I was excited to read about Musicmix's expansion to the US, and specifically the west coast. I love Musicmix's community-oriented mission to bring music to everyone, and I would be an asset to the company, particularly as it expands in the US. I am extremely organized and efficient, and I always see projects through to completion—skills I have honed in my studies and at my previous places of work.

Please don't hesitate to reach out if you have any questions regarding my application. I will follow up via email in a week to confirm your receipt of my application.

Sincerely,

Jane Osio

Jane Osio



OVERVIEW

- » You should send a thank you letter after any professional contact has been made. Whether you are writing to express your appreciation for being given a job interview or an informational interview, a thank you letter is essential in your job search.
- » A thank you email may be preferred to ensure your note is received quickly while hiring decisions are being made. Thank you notes should be brief and personalized. Employers tell us they not only appreciate a well-crafted and sincere thank you; they often expect one.
- » A good letter sets you apart from the other candidates and can influence a hiring decision in your favor.

sample

500 El Camino Real, Mail Box 1042
Santa Clara, CA 95053

January 5, 20XX

Ms. Patricia Smith
Editor
PC Publication
110 Main Street
Nashua, OH 03061

Dear Ms. Smith:

I want to thank you for interviewing me yesterday for the Assistant Editor position. I enjoyed meeting you and learning more exciting information about your organization.

My enthusiasm for the position and my interest in working for PC Publication were strengthened as a result of our meeting. I am confident that my education and experience, especially my year as editor of Santa Clara University's literary magazine, *The Santa Clara Review*, fit nicely with the job requirements. I have also worked with the Society of Women Engineers to put together a quarterly newsletter that goes out to engineering alumni and current students.

I would like to reiterate my strong interest in the position and in working with you. The Assistant Editor position is the ideal opportunity that I seek. Please feel free to call me at (925) 123-4567 if I can provide you with any additional information. Otherwise, I will call you on Friday to check on the status of the search.

Again, thank you for the interview and consideration.

Sincerely,

(Your signature)

Tamara Joyner

Express your appreciation for the time and consideration given to you by the interviewer.

Restate ideas or examples you shared in the interview that were well received. This helps the interviewer remember you.

Reiterate your interest in the position. Tell them specifically what impressed you about the position and organization.

Remember that your letter is additional evidence of your communication and writing ability.

Other Correspondence



500 El Camino Real
Santa Clara, CA 95053

April 20, 20XX

Ms. Hannah Holt
Director of Human Resources
City of Palo Alto
250 Hamilton Avenue
Palo Alto, CA 91234

Dear Ms. Holt:

As follow-up to our conversation on April 1, 20XX, I would like to confirm my acceptance of your employment offer. The position of Human Resources Assistant will provide exactly the kind of experience I have been seeking. I feel very confident that I can make a significant contribution to the City of Palo Alto, and I am grateful for the opportunity you have given me.

As we discussed, I will report to work on Monday, June 30, 20XX. I understand that I will have a starting salary of 54K. Again, thank you for your offer. I will keep in touch as my start date nears.

Sincerely,

(Your signature)

sample

acceptance letter

500 El Camino Real, Mail Box 1042
Santa Clara, CA 95053

January 5, 20XX

Dr. Amy Little
Senior Research Manager
Clingenix, Inc.
871 Industrial Road
San Carlos, CA 91234

Dear Dr. Little:

Thank you for meeting with me on Friday to discuss the opportunity for employment within your Research and Development Department. The enthusiasm and warmth of the Clingenix people I met impressed me, and the position is challenging.

However, while I appreciate your generous offer, after considerable thought I have decided to decline the position. I have accepted a position elsewhere that I feel is better suited to my long-term goals.

Again, thank you for your time and consideration.

Sincerely,

(Your signature)

sample

decline offer letter