COVER LETTERS

PURPOSE
A cover letter tells the story of your fact-based resume. It’s an opportunity to personalize your credentials and persuade the reader on your capabilities to perform the job. A good cover letter:

1. **Explains why** you are interested in the position
2. **Communicates passion** about the organization or work involved
3. **Demonstrates how** your unique qualifications align with the job requirements
4. **Showcases personality traits** that will add value to the company
5. **Builds a relationship** with the employer or explains your relationship to someone who referred you

GUIDELINES
- **Always submit a cover letter** with your resume or application, even if it is not required. **Exception**: Unless the job application explicitly states otherwise.
- Use a professional **business letter format**. Make sure your document is error-free.
- **Address it to a specific person** whenever possible. You may need to do some company research.
- **Make it personal**. Customize every cover letter to a specific job and convey enthusiasm.
- **Match your skills** to the job description and provide evidence of your assertions. Don’t rehash your resume. Be original.
- Cover letters should be **3-4 paragraphs**, and no more than **1 page** in length.

COVER LETTER CONTENT

**First Paragraph** – Introduce yourself and tell why you are writing. Communicate passion about the organization or work involved and make your comments specific and relevant to the job opening.

**Middle Paragraph(s)** – Persuasively show how you are qualified for the position. Support your claims by matching your skills to 2 - 4 requirements listed on the job posting. Use evidence to back up your assertions to avoid fluffing. Showcase your personality and other traits that will add value to the company.

**Closing Paragraph** - Reaffirm your interest and excitement about the position. Refer the reader to your resume and ask for an opportunity to interview. Thank the reader for taking the time to consider your application.

WRITE A STAND-OUT COVER LETTER

**Prepare** Carefully read the job posting and underline 2 - 4 skills or job requirements that you possess. Jot down some examples from your work history or experiences that prove your skills.

**Create** Create your cover letter using the paragraph outline above and the annotated cover letter example on the next page.

**Review** Have a professional critique your cover letter. Make an appointment with a CSB Career Coach or UNCW Career Counselor for a review.

**Revise** Edit your cover letter based on the feedback from your review.

**Repeat** Repeat Steps 3 & 4. The more your writing is reviewed, the better your cover letter will be.
October 20, 2022

Ms. Ima Recrute
Talent Acquisition Manager
Brand Marketing Consulting Group
245 JobSearch Way
Wilmington, NC 28403

Re: Marketing Intern, Job#12345

Dear, Ima Recrute:

I am writing to express my interest in the Marketing Intern position at Brand Marketing Consulting Group that I saw posted on Handshake. I am a sophomore at the University of North Carolina Wilmington majoring in Business Administration with a concentration in Marketing Strategy. I am highly impressed by Brand Marketing Consulting Group’s recent top ranking as a sustainable organization in North Carolina. As a minor in environmental science, I understand the value in conserving our state’s natural resources and I would love to work for a company that cares about its impact on the environment.

From your posting, I see you are seeking candidates with digital marketing and branding experience. This past summer, I worked for a local print company and learned how to use Adobe Illustrator to creatively design over 50 different client logos. For my Marketing Research course, I collaborated with the management team of a local business to reinvent their brand. Working with two other students on the project, I took the lead on the design of the company logo and worked closely with my teammates to create branded materials to present to the company’s marketing department. We received an A on the project and were commended for creativity and attention to detail. The company is still using our brand designs today.

Last, this position requires collaboration and teamwork. As Assistant Treasurer for the American Marketing Association in the Cameron School of Business and as a captain for my intramural soccer team at UNCW, I have experience leading others and energizing a team toward a common goal.

I believe my leadership skills and experience in digital marketing and branding make me an ideal candidate for the Marketing Intern position at Brand Marketing Consulting Group. I am eager for an opportunity to schedule an interview to discuss the requirements of this position and my potential fit. Attached is my resume for your review. Thank you for your time and consideration.

Sincerely,

Sarah Jones