

COVER LETTER CHEAT SHEET

Quick tweaks to increase your interview rate

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Powerful & “Unselfish”

Branding Statement →

Transforming and expanding software businesses by penetrating verticals, driving M&As, and fostering business relations globally.

Your Key Strengths →

P&L Management ♦ Roadmap Development ♦ M&A & Divestiture Strategy ♦ Business Scaling & Spin-Off ♦ Technology Leader

Greeting

4 July 1776

Dear _____,

With the rapidly evolving technology industry, leading organizations need executive leaders to spearhead expansion into previously untapped business verticals, drive spin-offs to improve profitability, and build and direct large-scale, global teams. Here are a few examples of how I draw on my multimillion-dollar P&L management skills, business expansion capabilities, and a penchant for delivering against annual operating plans at large-scale technology organizations.

Opening →

Show that you understand your reader's hiring needs.

Three Success Stories

Present a holistic version of your strengths using each story. Give context to the accomplishments in your resume.

- **I steer mergers and acquisitions:** To tackle stagnation at *Technology Solutions Inc.*, I collaborated with several business unit GMs to analyze states of businesses and develop strategies for diversification and growth. I then executed those strategies to pioneer 5 key acquisitions and 2 divestitures. Through these initiatives, I introduced 4 new product lines, subsequently penetrating datacenter and Metro LH optical networking verticals. As a result of these efforts, I helped realize 65% -- the highest ever -- gross margin as well as a 40%+ contribution margin.
- **I break business barriers:** To help organically diversify product offerings at *Global Solutions Co.* while leveraging key competencies, I focused primarily on our communication processors category. This involved designing and implementing the overall strategy, including building a dedicated team, defining a roadmap and the product vision, and acquiring large, global customers. Through these efforts, I grew this new business from 0 to \$65M+.
- **I grow market shares exponentially:** To extend *Hardware Technology's* product offerings to the Korean market, I generated client and local buy-in for a highly integrated, high-performance, and low-power product. By adopting these collaborative strategies, I helped the company secure a 100% market share in the Korean FTTH market, consequently replacing Intel as the key competitor.

Employer Needs

What key things can you help your employer achieve?

I advance organizational growth by introducing cutting-edge technology portfolios, turning around struggling business units, and establishing growth-driven roadmaps. My ability to create a collaborative work culture allows me to cultivate strong relationships with customers, stakeholders, and team members. I am confident I will prove to be an indispensable asset to CareerTuners by growing profit margins, improving team productivity, and developing robust business growth strategies.

Conclusion →

Hint that you're easy to work with (and interview) by focusing on your collaboration skills.

Sincerely,

Miguel Tulio

Enclosure: Resume

26% of recruiters read cover letters and consider them to be an important factor in their hiring process. If you can optimize your application in those 26% of cases, why not?

In your cover letter, do not...

- Use vague self-descriptors like “problem-solver.”
- Lie.
- Be redundant.
- Go on and on. Keep it to 300 words or less.
- Make grammatical mistakes.
- Write large blocks of text or long, convoluted sentences.
- Complain about your personal circumstances.
- Rehash your resume.

Need cover letter help?

Visit us at [CareerTuners.com](https://www.CareerTuners.com).