



## Reading: Write a personalized cover letter

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You've taken the time to create and polish your resume, highlighting your accomplishments and work history and tailoring it to the specific job you're applying for. You're almost ready to submit your application when you notice that the job posting asks for a cover letter, as well. You've already detailed your professional life in your resume, so what's left to say?

Providing employers with a better sense of who you are, professionally speaking, is difficult to convey adequately in a resume alone. While not always required, a well-crafted cover letter is your opportunity to further showcase your communication skills, personality, and genuine interest in a specific role and company.

It takes time and effort to craft a compelling cover letter, and AI can help you by creating an initial draft to get you started, or offering fresh suggestions that help you tailor your various drafts. By tailoring each cover letter, you'll be sharing with hiring managers more of what makes you shine—and encourage them to take notice.

### Personalize for the greatest impact

While it's tempting to create a single, all-encompassing cover letter, its true power lies in customization. Just like your resume, your cover letter must be tailored to each specific company and position. Brevity is also key; aim for a concise letter, generally no more than one page, to effectively capture and maintain a reviewer's attention.

For instance, if you're transitioning from a role as a restaurant server to a digital marketing coordinator position, you could illustrate how the demanding, fast-paced restaurant environment sharpened your ability to multitask and prioritize effectively—skills crucial for managing digital marketing campaigns and meeting deadlines.

Cover letters also offer an opportunity to proactively provide context that your resume can't, such as explaining employment gaps, referencing a career change, or noting a valuable referral. Don't leave recruiters to guess; instead, use this space to briefly and positively frame these elements. When addressing time away or a new career direction, you could highlight personal growth, new skills acquired, or a family focus—whatever experiences are relevant and showcase transferable skills. By sharing these kinds of details, you demonstrate transparency and take control of your career narrative, transforming potential questions into points of clarity and confidence.

### Write a persuasive cover letter

- **Demonstrate a positive connection to the company.** If you know someone working with the company, especially someone who recommended you apply, state that early on. If you love this

company's products or services, let them know that, too! A personal connection—even if it's that you've been a fan of this brand for years – can make an initial impact with your reader, enticing them to read on to learn more about you.

- **Define your motivation and express enthusiasm:** Reflect on your core skills, values, and career goals. Use this understanding to articulate why you are particularly interested in pursuing this role at this specific company. You could also mention something specific about the company that resonates with you—like their commitment to a core value. Then, briefly connect that to your own related skills or values.
- **Speak directly to their needs:** Analyze the job description and company website. Customize your cover letter using the language and keywords in the job description, and connect your most relevant skills and experiences directly to the requirements mentioned in the posting.
- **Showcase what makes you a unique fit:** Share a few of your key skills and experiences. Explain how your background in those areas uniquely positions you to contribute to a specific aspect of the role, the team, and/or the company.
- **Be sure to proofread:** Carefully proofread your cover letter to eliminate typos or grammatical errors. A polished, error-free document demonstrates professionalism and attention to detail, reinforcing your credibility.

## AI can help

AI experiences like Gemini can save you a lot of time, especially when you're customizing your cover letter for various roles. Start by telling Gemini the role you're applying for, and ask it to help improve your cover letter by suggesting changes, offering advice on phrasing, or refining your writing. If you don't yet have a draft of your cover letter, you can ask Gemini to assist with that, too!

Then, paste in or attach your cover letter, the job description, your career identity statement, and your resume. Review Gemini's output for accuracy, and edit it further to ensure that your cover letter gets your personality across. Remember that authenticity is key here—be sure you add your human touch to all versions of your cover letters so that they are well received by hiring managers.

## Update your job search portfolio



Remember to save your materials

Keep versions of your cover letter in your job search portfolio for easy reference and future use. Organize and label the versions clearly, so you can easily find and update them as needed.

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