**WMAD COVER LETTER INFORMATION**

**WHAT’S A COVER LETTER?**

A cover letter is a document sent with your resume to provide initial information on your skills and experience.  
It’s a knock on the manager’s door, where you have only 2 minutes to introduce yourself (elevator speech).  
  
The letter provides [detailed information on why you are qualified for the job](https://www.thebalancecareers.com/cover-letter-keywords-2060289) you are applying for. Don’t simply repeat what’s on your resume -- rather, include specific information on why you’re a strong match for the employer’s job requirements. Think of your cover letter as a sales pitch that will market your credentials and help you get the interview. As such, you want to make sure your [cover letter makes the best impression](https://www.thebalancecareers.com/get-your-cover-letter-noticed-2060153) on the person who is reviewing it.

**1) Who are you (*professionally*)?   
2) Why are you interested in this position?**

**3) Why hire you?**

**Each cover letter you write should be customized to include this extra information if possible:**

* Which job you're applying for *(include the job title in your opening paragraph)*
* How you learned about the job*(and a* ***referral*** *if you have one)*
* Why you are qualified for the job *(be specific)*
* What you have to offer the employer, and why you want to work at this specific company *(match your skills to the job description, and read up on the organization’s mission, values and goals to mention in your letter)*
* Thank you for being considered for the job

Many Web Developer jobs have specific prerequisites or requirements. The cover letter is an opportunity to explain that you have these necessary skills in a way that your resume can't. Web developer positions can be highly competitive, so a strong cover letter will help you stand out from other job seekers.

## Web Development Cover Letters - a Step-by-Step Guide

To write a great cover letter, you will want to:

1. Start with a strong introduction that grabs the reader's interest
2. Highlight your most relevant skills and experiences as it relates to the position
3. Describe notable achievements and accomplishments
4. Show enthusiasm for the company and explain why you are applying
5. End the letter professionally and encourage the Hiring Manager to contact you

There are also a few best practices to keep in mind when writing:

* **Customize your message**. Different Web Developer positions will require different technical skills or experiences. Each cover letter you submit should emphasize your qualifications as they relate to the specific role.
* **Highlight the right skills**. The skills you include should match the skills listed in the job description. Highlight both your technical skills, like HTML, CSS, and JavaScript, as well as soft skills, like communication and problem-solving.
* **Quantify your accomplishments**. Where possible, back up your successes with facts and data to show the impact of your developer work.
* **Showcase your work**. An online portfolio is a great way to display samples of your past work and show employers exactly what you can do. Include a link to your portfolio in your cover letter and/or resume.
* **Research the company**. Learn more about the company’s work and products. Tailor your cover letter to their needs. This will show employers that you are prepared and enthusiastic.
* **Keep it concise**. Include only the most important and relevant information. Generally, a Web Developer cover letter should only be around 200-300 words.
* **Edit and proofread**. Always review your writing before submitting it. A cover letter is your first impression, so check carefully for any spelling and grammar mistakes.

## What Is the Purpose of the Cover Letter?

A cover letter shows an employer that you are the best job candidate through a personalized explanation of your skills, experience, and enthusiasm for the job. Web Developers are in high demand. However, it is a highly technical job, so employers are looking for candidates with the right skills and knowledge. They are also seeking a candidate who would be a good fit for their company culture. The cover letter is your opportunity to explain what makes you a great Web Developer and why you would be an asset to their company.

Some of the questions you may want to address in your cover letter include:

* What relevant skills do you have?
* Why do you want to join this company?
* What are your greatest professional accomplishments?
* How has your work experience prepared you for this role?
* How can you help their company?

## How to Create an Outline for a Web Developer Cover Letter

After you have carefully reviewed the job description, consider all your skills, experience, and knowledge that are relevant to the position. When you’re ready to start drafting your cover letter, you can follow this general outline:

1. Heading, including your name and contact information
2. Date
3. The Hiring Manager’s name and title, and the company’s name and address
4. Greeting
5. Introductory paragraph
6. Body paragraph(s)
7. Closing paragraph
8. Sign off

For your Web Developer cover letter, you will want to include information about your accomplishments, skills, and why you’re excited about the job. You should also include a heading, greeting, strong introduction, and polite closing.

* **Heading**: Include basic information such as your name, email address, and phone number. If you have an online portfolio, you can also include a link here.
* **Greeting**: When possible, greet the Hiring Manager by name. This may involve doing some research on their company website or through LinkedIn.
* **Introduction**: Start off with a strong introduction that will make the employer want to read on. Consider summarizing why you are an ideal candidate or expressing your interest in the company.
* **Relevant skills**: Highlight skills that are most relevant to the position you are applying for. Provide an overview of your education and training, the programming languages you are familiar with, and any other specific skills that will make you stand out.
* **Web development experience and accomplishments**: Focus on sharing accomplishments that are related to the job requirements. For example, if the job requires HTML knowledge, discuss an impressive HTML project you completed. Include figures and numbers where applicable, such as a percentage increase in website efficiency or user satisfaction.
* **Reasons for applying**: Show your passion for web development and explain why you are applying to the specific role and company. Employers may be looking through hundreds of applications, so an enthusiastic attitude can make you a memorable candidate.
* **Closing**: End graciously and reiterate your interest and skills. Thank the employer for their time and invite them to further engage with you.

## Web Developer Cover Letter Example

### **Sample Cover Letter #1 for Developers**

Dear Hiring Manager, | Dear Jake Smith, | Dear Amanda Strand,

As a passionate developer and long-time fan of XYZ Company, I was elated to see an opening for a Junior Web Developer position (*which I saw on Indeed*). I have experience in HTML, CSS, and JavaScript. Combined with my recent internship in front-end web development at Netflix, (*Combined with my project experience that gained at CICCC*) I am confident I have the skills to help XYZ Company succeed. (*I am confident I have the skills to become part of your team to make XYZ more successful.*)

During my internship with Netflix, I gained hands-on experience coding websites and applications. One of my projects was developing a web-based application for an event management client using React and Material-UI. The app helped increase their event signups by 40%. Through my internship, I also gained valuable teamwork and communication skills that will make me a great asset to XYZ Company.

Similar to XYZ Company, I am dedicated to building easy-to-use, user-friendly websites, and applications. I am inspired by the work that XYZ Company does. I want to bring my experience in web development and my passion for finding creative solutions to help XYZ Company excel.

I have attached a copy of my resume detailing my education and experience. I can be reached anytime by phone at 555-555-5555 or email at me@mywebdeveloperwebsite.com. Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely, | Kind regards, | Regards,

[Name]

### **Sample Cover Letter #2 for Developers**

Hello Jane Doe,

I have extensive knowledge of HTML, JavaScript, SQL, and C#. Combined with my communication and problem-solving skills, I am confident that I would be an excellent candidate for the Web Developer position at XYZ Company.

In my current role as a Junior Web Developer at 123 Technologies*, (in my current project for a client)* I design, code, and implement websites for a variety of clients. In my latest project, I redesigned a website for a privacy software company, which helped increase their sales by 25% this quarter. Through working collaboratively with marketing, design, and product teams, I have developed strong communication and teamwork skills. I can bring my technical skills and passion for collaboration to the XYZ Company team.

I have always been passionate about web development, which led me to pursue a Bachelor of Computer Science degree. I am constantly seeking out new technologies and staying up-to-date on trends in the industry. XYZ Company has created some of the most innovative websites in the world, and I would be so thrilled to join the team as a Web Developer.

*Thank you for taking the time to review my qualifications. I look forward to sharing more about my skills and experiences. Feel free to contact me at 555-555-5555 or me@mywebdeveloperwebsite.com*.

Best Regards,

[Name]