

# Cover Letter (Letter of Application)

Week 8



# Understanding Cover Letter

01

Used for transmitting the resume to the employer

02

Letter or e-mail serves different purposes than the resume: customized for each job

03

Matching your experience to the employer's key word

# Components of Cover Letter

Mandatory components [your address, the date, your reader's address, a salutation]

Introduction

Discussion

Conclusion

Closing

# Introduction

## Must include:

- Tell where you discovered the job opening. You might write, “In response to your advertisement in CareerBuilder . . .” or “Bob Ward, manager of human resources, informed me that . . .”
- State which specific job you are applying for. Often, a company will advertise several jobs. You must clarify which of those jobs you’re interested in. For example, you could write, “Your advertisement for a computer maintenance technician is just what I have been looking for.”
- Sum up your best credentials. “My BS in chemistry and five years of experience working in a hazardous materials lab qualify me for the position.”

# Discussion

In the discussion paragraph(s), sell your skills:

- State that you've attached a resume for the e-mail message or enclosed a hardcopy resume with the letter. (can be written anywhere in the letter)
- Focus on your assets uniquely applicable to the advertised position. Select only those skills from your resume that relate to the advertisement and will benefit the prospective employer.
- Don't explain how the job will make you happy: "I will benefit from this job because it will teach me valuable skills." Instead, using the pronouns *you* and *your*, show reader benefit: "My work with governmental agencies has provided me a wide variety of skills from which your company will benefit."
- Quantify your abilities. Don't just say you're great ("I have outstanding customer service skills and communication abilities"). Instead, prove your assertions with quantifiable facts: "I won the 2012 Employee of the Year for providing solutions to customer concerns and working well with teammates."

# Conclusion

Your final paragraph should be a call to action.

“I am looking forward to discussing my application with you in greater detail. Then I can explain ways I could benefit your company.”

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February 11, 2014

Bill Baker  
Human Resources Department  
Eazi Marketing  
10289 Ocean View  
Portland, OR 67440

Subject: Application for Marketing Manager

Basic format of  
a letter



On your website, I saw the posting for the position of marketing manager. As a dedicated business professional with expertise in marketing, I was excited to see this opening.

Introduction

While I have enclosed my resume, including education, work experience, and professional skills, allow me to elaborate on how I would be a positive addition to your organization.

- My marketing expertise is revealed through the 125 percent growth in revenues I helped achieve at my current job. In addition to face-to-face communication with customers and vendors, I also created and maintain the company's blog site and Facebook page.
- In my current position as manager at Simcoe Designs, I oversee 25 employees, a quarterly budget of \$75,000, and a product line of over 1,000 different products. My job requires that I order, maintain stock, and troubleshoot delivery issues.
- My professional skill set includes proficiency with varied software languages, such as C++ and Visual Basic. I also have hardware management capabilities acquired through continuing education classes and workplace experience.
- At my current job, I recently won "Employee of the Month" for service exceeding the company's expectations.

Discussion

Above all, I am a self-starter, dedicated to any task at hand, reliable, and knowledgeable about marketing and business. I would like to have the opportunity to discuss the position and my applicable attributes further. Additionally, I would be happy to provide the selection committee with further information if needed. Thank you for your time and consideration.

Conclusion



Sincerely,

*Jody Seacrest*

Jody Seacrest

Enclosure: Seacrest Resume



Closing

# Too Generic: No Specific Details

I am writing to express my interest in the open position at your company. I have a variety of skills that I believe would make me a great fit for the role. Please see my resume attached for more information. Thank you for considering my application.

I am writing to express my interest in the [Job Title] position at [Company Name], which I found on [Where you found the job posting]. As a recent graduate from [Name of University] with a degree in [Field of Study], I am excited about the opportunity to begin my career at [Company Name].

Complete and  
submit activity on  
GCR by the end  
of class time.