COVER LETTER WRITING GUIDE

EXAMPLE BODY PARAGRAPH TO DESCRIBE DATA ANALYTICS EXPERIENCE (AN ALTERNATIVE TO USING BULLET POINTS):

In my current Data Analytics Fellowship at Correlation One, I have worked on a number of projects that have given me a strong understanding of database management systems, emerging technology, and business trends. For example, I have analyzed over 1,000 rows of Excel data from the Department of Agriculture and created a visualization using Tableau. Additionally, I have built a data pipeline using pivot tables, graphs, and dashboards to depict research findings.
I am eager to bring my problem-solving and data visualization skills to the Data Analyst position with XYZ Company.

COVER LETTER DO'S AND DON'TS:

DON'T	DO
Use "To Whom it May Concern"	Personalize to specific person or hiring committee
Start every sentence with "I"	Vary your sentence structure
Write a weak opening	Write an attention-grabbing opening
Omit your top selling points	Provide evidence of your top skills related specifically to the job
Make it too long	Write a concise one page letter
Repeat your resume word for word	Provide more detail about your qualifications
Be vague	Provide specific examples of your skills and qualifications
Forget to customize	Personalize your letter to each company/role you apply to
End on a passive note	End with a call to action
Forget to sign	Include an image of your signature

Name
City, State
Phone Number
Email

Date that you submit the application

Name of Hiring Manager
Company that you are applying to
Company Address

To **(Hiring Manager's name if you found it. If not, use Hiring team of the dept. you are applying to)**,

I am very interested in the Position Name **(City)** position after viewing the opportunity on **(Company Website or LinkedIn)**. I was intrigued by the opportunity to **(mention a responsibility from the job posting)** and **(mention another responsibility from the job posting)**. I am eager to begin a career at **(Company name)** and **(Mention something the co. values here/their mission & how you share the same passion)**.

As a Data Analytics professional currently completing a Certification in Data Analytics, I am developing a strong skill set in data research and analysis using Excel, Python, and Tableau through independent and group work in addition to a final capstone project. I will bring the following talent to **(Company Name)** to produce results on a team valuing **(Look into what the company values)**:

For skills below, use words/phrases from job posting & take out/add skills according to job posting:

- _____**Skills** resulting from **(specific experience)** …..as a **(Role title)**….. at **(Location of your experience)**
- _____**Skills** resulting from **(specific experience)** …..as a **(Role title)**….. at **(Location of your experience)**
- _____*Experience* resulting from **(specific experience)** ….as a **(Role title)**….. at **(Location of your experience)**

With my experience in **(specific to job posting)** for **(type of company)** in addition to **(add a skills from the job posting that isn't outlined in your skills above)**, I am certain I would produce valued results for **(Company Name)**.I would value the opportunity to be a part of the **(Name of Team that you will be joining)**.Thank you for your consideration.

Sincerely,

Name
Signature