

Write a personalized cover letter

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.