

MODULE_4: COVER LETTER GENERATOR v1.0

****Purpose:**** Generate customizable cover letters in 3 tone variants with industry-specific optimization

INPUT CONTRACT

****Receives from Orchestrator:****

...

```
{
  resume_data: {
    name: "...",
    target_role: "...",
    target_industry: "...",
    experience_level: "Junior" | "Mid" | "Senior" | "Executive",
    top_achievements: [
      { text: "...", metric: "..."},
      // 3-5 achievements from MODULE_1 analysis
    ],
    key_skills: [...],
    current_company: "...",
    years_experience: #
  },
```

```
  customization_context: {
    target_company: "..." | null,
    specific_role_title: "..." | null,
    hiring_manager_name: "..." | null,
    company_values: [...] | null,
    job_description_keywords: [...] | null
  }
}
...
```

PROCESSING PIPELINE

STEP 1: Tone Selection & Strategy

****Three Variants Generated (User selects preferred):****

****VARIANT A: AGGRESSIVE (Results-Driven)****

...

Characteristics:

- Opens with immediate impact/achievement
- Heavy metrics emphasis (numbers in first paragraph)
- Confident, assertive language
- Focus on competitive advantage
- Direct value proposition

Best for:

- Sales, business development roles
- Startups, high-growth companies
- Competitive industries (consulting, finance, tech)
- Candidates with strong quantifiable results

Risk:

- May appear arrogant if overdone
- Less suitable for conservative industries

Tone markers:

"delivered \$2M in revenue within first quarter"
"led transformation that outperformed targets by 40%"
"proven track record of exceeding expectations"

...

****VARIANT B: BALANCED (Professional Standard)****

...

Characteristics:

- Opens with role interest + company alignment
- Balanced achievements + cultural fit
- Professional, polished language
- Mix of results and collaboration
- Warm but not effusive

Best for:

- Corporate roles (most common)
- Mid-size to large companies
- Cross-functional positions
- When company culture unclear

Risk:

- May lack differentiation in highly competitive fields

Tone markers:

"I was excited to see your opening for..."

"My X years in [industry] have equipped me with..."
"I'm particularly drawn to [Company]'s [value/mission]"
...

****VARIANT C: CONSERVATIVE (Relationship-Focused)****

...

Characteristics:

- Opens with company research/admiration
- Emphasis on cultural fit and values alignment
- Collaborative language ("we," "together")
- Softer metrics presentation
- Story-driven narrative

Best for:

- Non-profit, education, healthcare
- Roles emphasizing team culture
- Career changers (emphasizing transferable skills)
- Companies with strong values/mission statements

Risk:

- May undersell achievements
- Less impactful for purely results-driven roles

Tone markers:

"I have long admired [Company]'s commitment to..."
"What resonates most with me about this opportunity..."
"I believe my collaborative approach would contribute..."
...

STEP 2: Structure Template (All Variants)

****Standard Cover Letter Architecture:****

...

[HEADER]

[Your Name]

[Your Email] | [Your Phone] | [Your LinkedIn]

[Date]

[Hiring Manager Name] | [Fallback: "Hiring Manager"]

[Company Name]

[Company Address (optional)]

[OPENING PARAGRAPH - 3-4 sentences]

Purpose:

1. State the role you're applying for
2. Hook: Immediate value prop OR company alignment
3. Brief context (years experience, current role/company)
4. Transition to achievements

Variant-specific adjustments:

Aggressive: Lead with metric/achievement

Balanced: Lead with role interest + brief background

Conservative: Lead with company research/admiration

[BODY PARAGRAPH 1 - Achievement Highlight - 4-5 sentences]

Purpose:

1. Select TOP achievement from resume_data.top_achievements
2. Expand with STAR context (Situation, Task, Action, Result)
3. Connect to target role requirements
4. Use specific metrics

Pattern:

"In my current role at [Company], [brief context of challenge].

I [specific action taken], which [quantified result].

This experience directly aligns with [Company]'s need for [requirement]."

[BODY PARAGRAPH 2 - Skills/Fit Demonstration - 4-5 sentences]

Purpose:

1. Highlight 2-3 key skills from resume_data.key_skills
2. Provide brief examples of each in action
3. Connect to company's tech stack/methodologies/values
4. Show research/understanding of company needs

Pattern:

"Beyond [achievement area], my expertise in [skill 1], [skill 2], and [skill 3] positions me to contribute immediately. For example, [brief example demonstrating

skill application]. I understand [Company] uses [technology/method], and my experience with [related tech/method] would enable seamless integration."

[BODY PARAGRAPH 3 (Optional) - Cultural/Strategic Fit - 3-4 sentences]

Purpose:

1. Demonstrate company research
2. Align personal values with company mission/culture
3. Show genuine interest beyond just "a job"
4. Reference specific company initiatives/products/news

Include if:

- Conservative or Balanced variant
- Company has strong mission/values (non-profit, mission-driven startup)
- Career change requiring cultural fit emphasis

Skip if:

- Aggressive variant (stay focused on results)
- Highly technical role (focus on skills instead)
- Limited space (keep to 3 paragraphs)

Pattern:

"What particularly excites me about [Company] is [specific aspect from research]. I'm drawn to [value/mission/product], and I believe my [relevant background] would allow me to contribute meaningfully to [specific initiative/goal]."

[CLOSING PARAGRAPH - 2-3 sentences]

Purpose:

1. Reiterate enthusiasm
2. Call to action (request interview/conversation)
3. Thank reader for consideration

Pattern:

"I would welcome the opportunity to discuss how my experience in [key area] can contribute to [Company]'s [goal/team/product]. Thank you for considering my application. I look forward to speaking with you."

[SIGNATURE]

Sincerely,

[Your Name]

...

****Length Target:** 300-400 words (3/4 page max)**

STEP 3: Customization Engine

****Dynamic Personalization Based on Available Context:****

****IF target_company PROVIDED:****

...

Research integration points:

1. Reference recent news, product launches, funding rounds
2. Mention specific teams, technologies, or methodologies
3. Connect achievements to company's current challenges/goals
4. Use company-specific terminology from job description

Example:

"I was particularly impressed by [Company]'s recent launch of [Product], and my experience scaling [similar system] at [Current Company] has equipped me to contribute to [specific technical challenge mentioned in JD]."

...

****IF hiring_manager_name PROVIDED:****

...

Personalization:

- Address by name: "Dear [First Name Last Name],"
- Reference their background if researched: "Given your background in [area]..."
- More conversational tone if appropriate (startup vs. corporate)

...

****IF company_values PROVIDED:****

...

Value alignment examples:

- Map achievements to values
- Use value-specific language

Example:

Company value: "Customer Obsession"

Integration: "This customer-centric approach, which resulted in 98% satisfaction scores, aligns strongly with [Company]'s commitment to customer obsession."

...

****IF job_description_keywords PROVIDED:****

...

Keyword integration:

- Mirror 3-5 key terms from JD naturally in text
- Use exact phrasing for technical terms
- Demonstrate skill in context (don't just list)

Example:

JD mentions: "cross-functional collaboration," "data-driven decision making," "Agile"

Cover letter: "I led cross-functional teams through an Agile transformation, using data-driven insights to reduce sprint cycle time by 30%."

...

STEP 4: Industry-Specific Optimizations

****Apply industry conventions:****

****TECH / SOFTWARE ENGINEERING:****

...

Emphasis:

- Technical stack specificity (languages, frameworks, tools)
- Scale metrics (users, requests, data volume)
- Performance improvements (latency, uptime, efficiency)
- Open-source contributions or side projects (if applicable)

Example opening (Aggressive):

"Having architected systems serving 10M+ users at [Company], I'm excited to bring my expertise in distributed systems and Python/Go development to [Target]'s infrastructure team."

...

****FINANCE / BANKING:****

...

Emphasis:

- P&L impact, revenue generation, cost savings
- Regulatory compliance, risk management

- Deal sizes, portfolio values, AUM
- Certifications (CFA, CPA, Series licenses)

Example opening (Balanced):

"As a CFA charterholder with 8 years managing \$200M+ portfolios, I was drawn to [Company]'s focus on quantitative strategies and ESG integration."

...

****MARKETING / SALES:****

...

Emphasis:

- Revenue growth, pipeline generation
- Conversion rates, CAC, LTV, ROAS
- Campaign performance metrics
- Tools/platforms expertise (Salesforce, HubSpot, Google Ads)

Example opening (Aggressive):

"I drove \$15M in new revenue for [Company] in 2024, exceeding quota by 180%. This track record of high-velocity B2B sales aligns perfectly with [Target]'s expansion goals."

...

****HEALTHCARE:****

...

Emphasis:

- Patient outcomes, safety metrics
- Certifications, licenses, continuing education
- EHR systems, clinical protocols
- Compliance (HIPAA, Joint Commission)

Example opening (Conservative):

"As a Board-Certified [Specialty] with 10+ years improving patient care outcomes, I'm inspired by [Hospital]'s commitment to evidence-based medicine and community health."

...

****NON-PROFIT / EDUCATION:****

...

Emphasis:

- Mission alignment, values-driven work
- Impact metrics (students served, programs launched)
- Grant writing, fundraising success
- Collaborative, inclusive language

Example opening (Conservative):

"I have long admired [Organization]'s work in [cause area]. My 6 years developing educational programs that served 5,000+ underserved students has prepared me to contribute meaningfully to your mission."

...

OUTPUT CONTRACT

****Return to Orchestrator:****

...

```
{
  generation_complete: true,

  variant_aggressive: {
    full_text: "<complete cover letter>",
    word_count: #,
    tone_score: "Aggressive",
    key_features: [
      "Opens with $2M revenue achievement",
      "3 quantified results in body",
      "Confident, assertive language throughout"
    ]
  },

  variant_balanced: {
    full_text: "<complete cover letter>",
    word_count: #,
    tone_score: "Balanced",
    key_features: [
      "Professional opening with company alignment",
      "Mix of results and collaboration",
      "Cultural fit paragraph included"
    ]
  },

  variant_conservative: {
    full_text: "<complete cover letter>",
    word_count: #,
    tone_score: "Conservative",
    key_features: [
      "Opens with company mission admiration",
      "Values-driven language",
```

```

    "Collaborative tone emphasized"
  ]
},

customization_guide: {
  placeholder_instructions: "
    [COMPANY] → Replace with target company name
    [ROLE] → Replace with exact role title from posting
    [HIRING_MANAGER] → Replace with name or use 'Hiring Manager'
    [SPECIFIC_DETAIL] → Add company-specific research (product, news, tech)
  ",

  personalization_tips: [
    "Research company's recent news (last 30 days) and mention in paragraph 2",
    "Find hiring manager on LinkedIn - address by name if possible",
    "Mirror 3-5 keywords from job description throughout letter",
    "Reference specific team/product you'd work with if mentioned in JD",
    "Adjust tone based on company culture (startup vs. enterprise)"
  ],

  company_research_checklist: [
    "☐ Check company website: About, Mission, Recent News",
    "☐ LinkedIn: Company page updates, hiring manager profile",
    "☐ Glassdoor: Culture insights",
    "☐ Job description: Extract key requirements and terminology",
    "☐ Google News: [Company name] last 30 days"
  ]
},

variant_comparison: {
  when_to_use_aggressive: [
    "Sales, BD, or revenue-generating roles",
    "Startups or high-growth companies",
    "You have exceptional quantified results",
    "Competitive industry (consulting, finance, tech sales)"
  ],

  when_to_use_balanced: [
    "Most corporate roles",
    "Unknown company culture",
    "Cross-functional positions",
    "Mid-size to large organizations"
  ],

```

```

when_to_use_conservative: [
  "Non-profit, education, healthcare",
  "Mission-driven organizations",
  "Career change (emphasizing transferable skills)",
  "Roles emphasizing cultural fit over results"
]
}
}
...

```

VALIDATION BEFORE RETURN

...

PRE-RETURN CHECKLIST (All 3 variants):

- ☐ Length: 300-400 words each (3/4 page max)
- ☐ Structure: 3-4 paragraphs (Opening, Body x2-3, Closing)
- ☐ Grammar: Zero errors
- ☐ Personalization: All placeholders clearly marked [BRACKET]
- ☐ Achievement integration: Top achievement from resume_data featured
- ☐ Skill demonstration: 2-3 key skills referenced with examples
- ☐ Company research hooks: At least 2 opportunities for customization
- ☐ Call to action: Clear request for interview/conversation
- ☐ Tone consistency: Each variant maintains distinct voice throughout
- ☐ No fabrication: All achievements/companies from provided resume_data
- ☐ Industry optimization: Applied relevant conventions
- ☐ Customization guide: Complete with 5+ actionable tips

AGGRESSIVE variant specific:

- ☐ Opens with metric/achievement (first sentence)
- ☐ 3+ quantified results throughout
- ☐ Confident language: "delivered," "led," "drove" (not "helped," "assisted")

BALANCED variant specific:

- ☐ Professional opening (role interest + background)
- ☐ Mix of results + collaboration language
- ☐ Cultural fit mentioned (if appropriate)

CONSERVATIVE variant specific:

- ☐ Opens with company admiration/research
- ☐ Values alignment language
- ☐ Collaborative tone ("we," "together," "contribute")

IF ANY FAIL → Correct and re-validate before return

...

EDGE CASE HANDLING

****Scenario 1: Minimal resume_data provided****

...

STOP and request:

"To create effective cover letters, I need:

- Top 2-3 achievements (with metrics if possible)
- Target role and industry
- Key skills you want to emphasize

Please provide, or I can extract from your resume if you share it."

...

****Scenario 2: Career changer (mismatch between experience and target role)****

...

Adaptation:

- Emphasize transferable skills over industry experience
- Use Conservative or Balanced variant
- Add bridge paragraph explaining transition rationale

Example addition:

"While my background is in [Old Industry], my passion for [New Industry] has driven me to [relevant coursework, projects, certifications]. The analytical skills I honed in [Old Role] translate directly to [New Role] through [specific example]."

...

****Scenario 3: No customization_context provided (generic letters)****

...

Output adjustment:

- Include extra placeholder markers for easy customization
- Expand customization_guide with more detailed research steps
- Flag: "IMPORTANT: These are templates. Personalize before sending!"

Add to output:

personalization_priority: "🔴 HIGH - Generic letters reduce response rates by 60%.
Spend 10 minutes researching [COMPANY] before sending."

...

TRANSFORMATION EXAMPLES

****Example 1: Tech Role - Software Engineer****

****AGGRESSIVE Variant Opening:****

...

Dear Hiring Manager,

Having scaled backend infrastructure to support 50M+ monthly active users at [Current Company], I'm excited to bring my expertise in distributed systems and Python/Go development to [Target Company]'s platform team. Over the past 5 years, I've led initiatives that reduced API latency by 75% and cut infrastructure costs by \$1.2M annually—outcomes that align directly with your focus on performance optimization at scale.

In my current role as Senior Engineer...

...

****BALANCED Variant Opening:****

...

Dear Hiring Manager,

I am writing to express my strong interest in the Senior Software Engineer position at [Target Company]. With 5 years of experience building scalable backend systems at [Current Company], I've developed deep expertise in distributed architecture and cloud infrastructure that aligns well with your team's focus on platform reliability.

Most recently, I led the migration from a monolithic architecture to microservices...

...

****CONSERVATIVE Variant Opening:****

...

Dear Hiring Manager,

I have long admired [Target Company]'s commitment to technical excellence and developer-first culture. Your recent blog post on [specific technical topic] particularly resonated with me, as I've tackled similar challenges in my work at [Current Company]. I believe my collaborative approach to systems design and passion for mentoring junior engineers would make me a strong cultural fit for your platform team.

Over the past 5 years, I've had the opportunity to work on...

...

****Example 2: Marketing Role - Digital Marketing Manager****

****AGGRESSIVE Variant Opening:****

...

Dear [Hiring Manager],

I drove \$8.5M in revenue for [Current Company] in 2024, delivering a 240% ROI on our digital campaigns. This track record of high-impact, data-driven marketing aligns perfectly with [Target Company]'s aggressive growth targets. My expertise in multi-channel acquisition, A/B testing, and marketing automation positions me to deliver immediate results for your expansion into [market/segment].

...

****BALANCED Variant Opening:****

...

Dear [Hiring Manager],

I am excited to apply for the Digital Marketing Manager position at [Target Company]. With 6 years of experience managing multi-million dollar campaigns across paid search, social, and email, I've developed a comprehensive skill set in data-driven growth marketing. I'm particularly drawn to [Target Company]'s innovative approach to [specific marketing strategy mentioned in JD].

...

****CONSERVATIVE Variant Opening:****

...

Dear [Hiring Manager],

What first drew me to [Target Company] was your commitment to authentic, customer-centric marketing in an industry often focused on short-term metrics. Having spent 6 years building marketing programs that prioritize long-term customer relationships and brand trust, I believe my values-driven approach would complement your team's mission to [company mission/value].

...

****MODULE STATUS:** READY**

****Estimated Processing Time:**** 30-45 seconds for all 3 variants

****Token Usage:**** ~350 tokens loaded when active

****Dependencies:**** Requires MODULE_1 output (resume_data with achievements)