

```
# 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..."  
...

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**### 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

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

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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."

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

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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]."

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[CLOSING PARAGRAPH - 2-3 sentences]

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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."

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[SIGNATURE]

Sincerely,

[Your Name]

---

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

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### ### STEP 3: Customization Engine

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

\*\*IF target\_company PROVIDED:\*\*

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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]."

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\*\*IF hiring\_manager\_name PROVIDED:\*\*

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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)

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\*\*IF company\_values PROVIDED:\*\*

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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."

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**\*\*IF job\_description\_keywords PROVIDED:\*\***

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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%."

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### ### STEP 4: Industry-Specific Optimizations

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

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

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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."

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

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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."

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## ## 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

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## ## EDGE CASE HANDLING

\*\*Scenario 1: Minimal resume\_data provided\*\*

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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)\*\*

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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)\*\*

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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."

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## ## TRANSFORMATION EXAMPLES

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

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

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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:\*\***

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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:\*\***

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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].

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**\*\*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)