

Career Development & Coaching Session 4

ELAINE JOHNSTON

Rialto, CA 92376 • (555) 555-5555 • example@example.com

July 15, 2020

Sarah Cooper, Human Resources Director
New Navy
North Strawberry Court
Sacramento, CA 95820

Dear Ms. Cooper,

I am writing in response to the position of Senior General Manager, advertised as being open in New Navy. It could be such an opportunity, a career highlight, to work for a company that cultivates inclusivity, equality, and a work culture that promotes possibilities. My experience aligns well with the qualifications you are seeking; as a General Manager at Fun Clothes, I believe it would make a valuable addition to your family.

My background in fashion and business has provided me with communication, problem-solving and interpersonal talents that have supported my professional growth.

I thrive in high-pressure and fast-paced situations, striving for positive results by applying my business planning and analysis abilities. Further, I possess expertise in process improvement and acumen for maximizing performance and inspiring colleagues. I can visualize success and identify unconventional, bold, yet highly

Cover Letters, SOPs & Other Communication Tips

**©UC Berkeley, BGA Program
Course Creator: Sally Clapper
Instructor: Jennifer Davis, MA**

Important Info

Class Location:
Banatao Auditorium
Sutrardja Dai Hall

Class Dates:

Wednesdays

10:00am-12:00pm

**9/4, 10/9, 10/16, 10/23
10/30, 11/6, 11/13, 11/20**

Connect with Me



linkedin.com/in/jennifergregorydavis

Note:

10/23 will be held on Zoom

Our Journey This Semester



*One:One Coaching Sessions –
get customized support!*

A close-up photograph of a flower, likely a cornflower or similar, showing its vibrant blue petals and the intricate yellow stamens in the center. The lighting is dramatic, with strong highlights and shadows.

Cover Letters & SOPs
complement
you're resume/CV, NOT repeat it.



You can blend in and be forgotten...

or stand out in a bad way



and get tossed...



or be the one that stands out
in a unique way and gets the offer!

Generic is forgettable.

COVER LETTER v SOP

COVER LETTER

1 Page Only
(~250-400 words)

**Used when applying for a
job or internship**

Focuses on the job

STATEMENT OF PURPOSE (SOP)

**Length varies as set by each
program**

**Used when applying to
graduate school,
academic programs &
certain industry positions,
i.e. Professor**

Focuses on you

SILVIA KNIGHT

San Francisco, CA • silvia.knight@gmail.com • 416-888-4444 • linkedin.com/in/silvia-knight • [Online-Portfolio](#)

October 1, 2020

Matthew Petersen, Senior Product Manager
Apple
One Infinite Loop
Cupertino, CA 95014

RE: Software Engineer

Dear Matthew,

I was thrilled to see my iOS app for task management getting rave reviews from App Store users and commendations from more experienced developers on GitHub.

But this is only one out of three apps that I am working on after my classes at CalTech, from which I am about to graduate with a BA in Computer Science. Truth be told, I am quite positive that the other apps will also be well-received since—inspired by Apple engineers—I design them with one person in mind. The person who will use it.

This is why, apart from completing a study program in algorithms and complexity, I took additional courses in user interface design and user-centered design. I am a firm believer that the user is the most important part of any application.

What's unique about my background is that I have a degree in English literature. I believe that my ability to understand the needs of people and to communicate effectively with them is what sets me apart from other developers.

Let's break it down...

COVER LETTER CHECKLIST

- Your Contact Details
 - Company Contact Information
 - Dear + [Hiring Manager's Name]
- Paragraph #1:**
Introduction with an achievement to hook the reader
- Paragraph #2:**
Relevant skills/coursework + why you fit perfectly
- Paragraph #3:**
Your passion + why the company appeals to you
- Paragraph #4:**
Call to action
- Salutation
[e.g. Best regards + your name]
- Postscript (optional)
One more achievement of yours

YOUR CONTACT

Option 1: Use a Header that Matches Your Resume

ELAINE JOHNSTON

Rialto, CA 92376 • (555) 555-5555 • example@example.com

July 15, 2020

Option 2: Put in the Signature

Best Regards,

Silvia Knight
415-321-9999
silviaknight@gmail.com|

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COMPANY CONTACT

SILVIA KNIGHT

San Francisco, CA • silvia.knight@gmail.com • 416-888-4444 • linkedin.com/in/silvia-knight • [Online-Portfolio](#)

October 1, 2020

Matthew Petersen, Senior Product Manager
Apple
One Infinite Loop
Cupertino, CA 95014

RE: Software Engineer



Contact Name, Title (if known)
Organization Name
Street Address
City, State Zip Code

NOTE: If you are sending your cover letter as an email OR pasting it into a text box, you omit the date and address.

COVER LETTER CHECKLIST

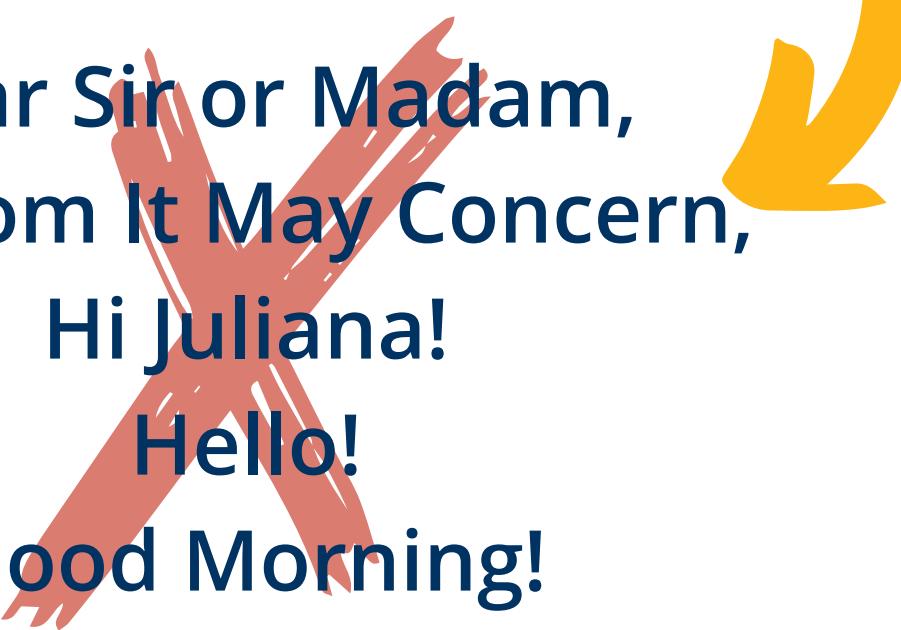
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DEAR + [HIRING MANAGER'S NAME]

**WHATEVER YOU DO,
DON'T DO THIS**

Dear Sir or Madam,
To Whom It May Concern,
Hi Julianan!
Hello!
Good Morning!



DEAR + [CONTACT'S NAME]

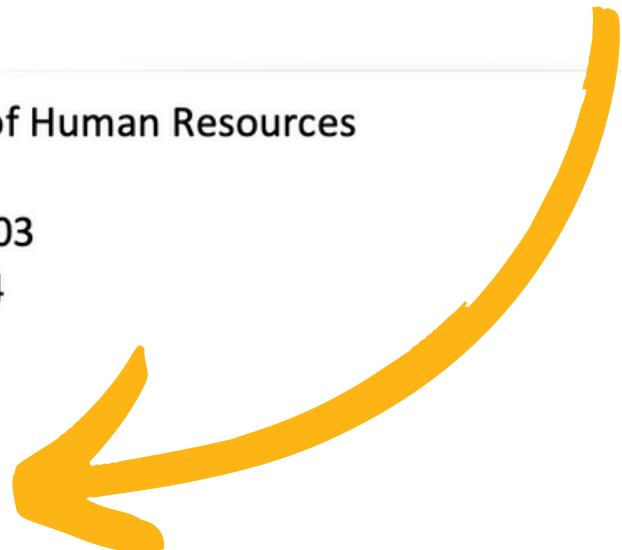
Want to Really Stand Out? Address the Letter to a Person

James Watkins, Head of Human Resources
TD Finance
551 Main Street, Ste 203
Los Angeles, CA, 90024

RE: Financial Analyst

Dear Mr. Watkins,

I was truly elated when my student project on cash flow improvement won the first prize in a business club contest. Two months after that, my solution was implemented at a construction



PROPER WAY TO ADDRESS A PERSON



Use Mr. or Ms.

- *Dear Mr. Fernandez,*
- *Dear Ms. Yang,*



Do NOT use Miss, Mrs., or Mister

If the contact has a title like Dr., Professor or Reverend, use that in place of a first name.

- *Dear Dr. Stephens*
- *Dear Professor Clapper*
- *Dear Rev. Nishita*

WHEN YOU CAN'T FIND A NAME...

Dear [Company Name] Team,

Dear [Recruiter or Hiring Manager],

- *Dear Project Manager Hiring Team,*
 - *Dear Software Team Hiring Manager,*
 - *To the Graduate Intern Search Committee,*
 - *To the Computer Science Recruitment Team,*
-

HOW TO FIND A NAME?

Check LinkedIn, Google, job description,
company website, ask friends

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A cover letter should outline what
YOU CAN OFFER THE EMPLOYER,
not what the job can do for you.

PARAGRAPH 1

DON'T BE GENERIC!!!

The few sentences at the beginning of your cover letter will determine whether the reader will keep reading.

Dear Hiring Manager,

I saw your job posting on LinkedIn for a Digital Marketing Assistant and I'd love to be considered for the position. As a recent graduate with a BA in media studies, I'm sure I could learn a lot and that this would be a perfect way to start my career.

PARAGRAPH 1

STAND OUT FROM THE CROWD

Dear Ms. Jones,

As a lifelong enthusiast of Alpha Omega's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Assistant. I recently graduated with honors from UC Berkeley with a degree in Media Studies. I also independently pursued additional digital marketing certifications and created 6 social media campaigns for the Student Association that boosted membership by 30% this past year. I'm confident my education and my real-world experience could be an asset in supporting the Alpha Omega marketing team.

1st PARAGRAPH

Example 1

HOOK THE READER WITH AN ACCOMPLISHMENT

Dear Ms. Smith,

I was thrilled when the App I developed to help me and my school mates learn Latin in high school hit 500K downloads and was receiving rave reviews.

Indeed, it was this initial success that inspired me to pursue a degree in Software Engineering at UC Berkeley. I'm most interested in exploring how digital technologies can be used to transform the way we are currently addressing climate change and energy conservation.

1st PARAGRAPH

Example 2

HIGHLIGHT WORK SUCCESS

Dear Mr. Dao,

When I found the opening for the [Position] with [Company Name] I felt as if it was addressed to me. In my current role as [Position] at [Company Name], I've improved [achievement] by [%] in just [X months/years] which resulted in [Result]. I'm confident my skills and expertise would help to bring similar results for your company.

1st PARAGRAPH

Example 3

HIGHLIGHT YOUR LOVE FOR THE COMPANY

Dear Mr. Raymond,

When my professor, Dr. Paul Greeves, mentioned your Civil Engineering intern program for the summer of 2023, I jumped at the chance. Raytler Inc. is one of the leaders in civil engineering centered around transportation and, as Dr. Greeves put it, would be “an excellent opportunity to develop my natural problem-solving nature and passion for engineering.”

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MIDDLE PARAGRAPHS

Why you're a great fit beyond what they read on your resume/CV

Beyond what is listed on my resume, I'd like to share that I'm also remotely pursuing a degree at North Carolina University in Occupational Safety. For me, the core of civil engineering isn't only the planning on screen, but the on-site teamwork that actually helps lead to safety solutions. The fact that engineering is continually developing and requires constant skill and knowledge revision is perfect for my naturally curious and analytical brain.

Highlights Relevant

- coursework / skills
- passion for industry
- soft skills

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LAST PARAGRAPH

DON'T BE GENERIC!!!

Thank you for your time. I hope to hear from you in the near future.

This is my dream job; I can't wait to talk with you about it!

LAST PARAGRAPH

include a Call to Action

FINISH STRONG!

Could we schedule a call next week to discuss how I could assist the Transportation Project Management team using my excellent knowledge of AutoCAD?

Creating technology that serves humanity has always been my number one goal. Sharing the values you praise, i.e., innovation, inclusion, and responsibility, I'm confident we could do a world of good together. I look forward to discussing the position further.

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BEST SALUTATIONS TO USE

- *Thank you,*
- *Best regards,*
- *Kind regards,*
- *Sincerely,*
- *With best regards,*
- *Best,*
- *Thank you for your consideration,*
- *Respectfully,*
- *Regards,*
- *Sincerely yours,*
- *Yours truly,*
- *Most sincerely,*
- *Respectfully yours,*

A NOTE ON SIGNATURES

3 ways to sign off

Best regards,
Silvia Knight

Best regards,
Silvia Knight

Best Regards,
Silvia Knight
415-321-9999
silviaknight@gmail.com

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TO ADD A POST SCRIPT OR NOT?

Using a P.S. to share an additional accomplishment not already mentioned that is relevant to the employer

P.S. – I would love to show you how my A/B testing initiatives helped me optimize the navigation panel.

P.S.

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PRO TIP: SAVING YOUR DOCUMENT



Firstname_Lastname_JobTitle_Cover_Letter

OR

Firstname-Lastname-CompanyName-CoverLetter

Jessica-Andriate-Software-Developer-CoverLetter.docx



NO SPACES OR ACCENTS

company.com/applicants/Dwayne%20Adams%20Resume.docx

****make sure you're submitting as requested in the job description*

ChatGPT Assisted Cover Letter

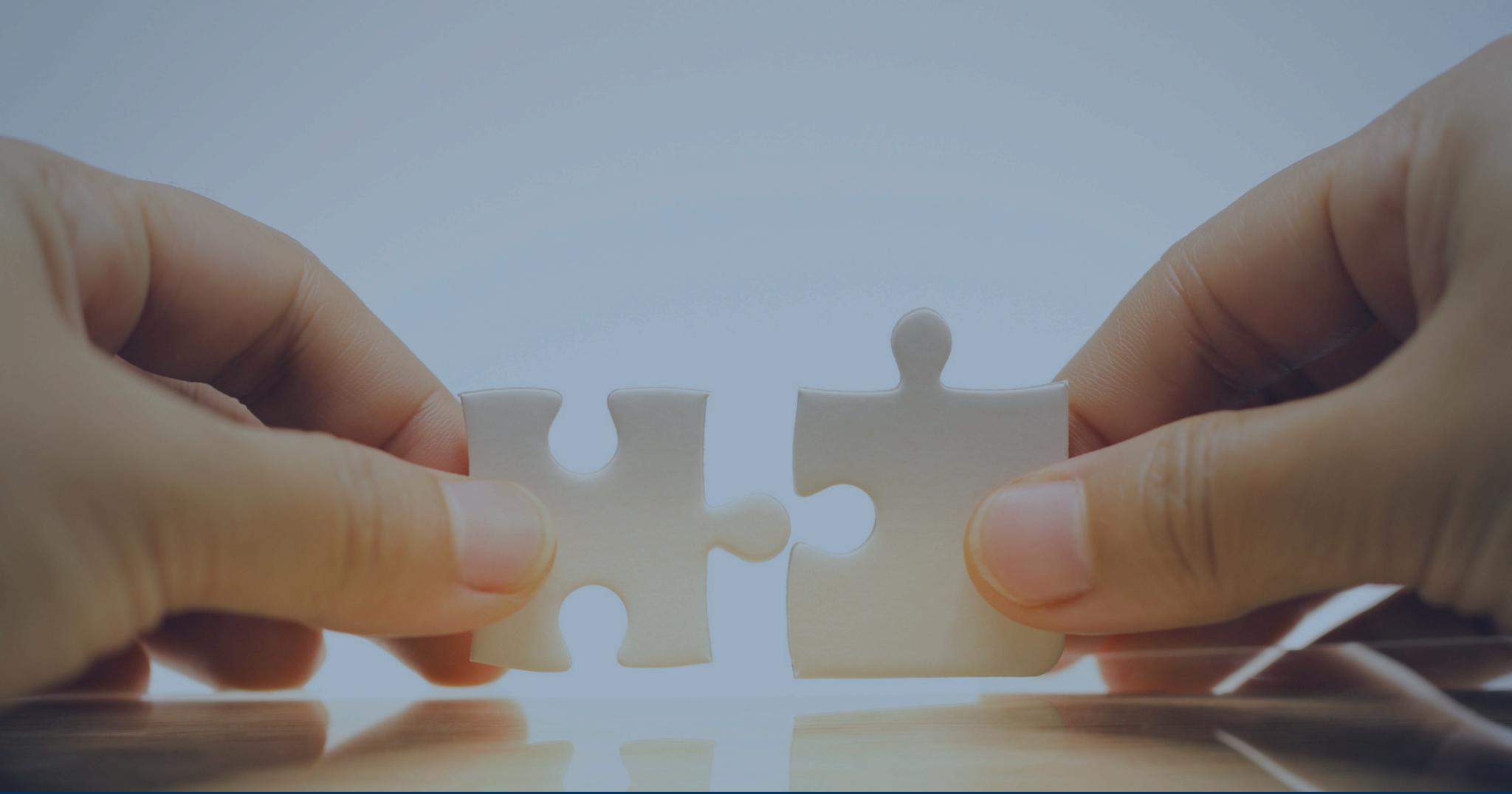
1. Open your target job description and a copy of your resume
2. Head over to ChatGPT (you'll need to create a new account - it's free)
3. Copy / paste the following into the chat box: "Write me a personalized cover letter explaining why I'm a great candidate for this job. The job title is [Job Title], the company is [Company Name], and here is the job description: [Paste Job Description]"
4. ChatGPT is going to spin up a generic cover letter for you. Once that's finished, the magic begins. Now copy / paste the following into the chat box: "Revise and personalize this cover letter using my resume: [Paste Resume Content]"
5. When that process is done, you can even let ChatGPT tweak your cover letter for you. Try asking stuff like:

"Please rewrite this cover letter and include more measurable metrics from my resume."
"Please rewrite this cover letter and use more action-oriented language
to describe my past experience."

Now watch ChatGPT write a completely original cover letter tailored to your target job description using your own experience.



**LET'S TALK ABOUT
STATEMENTS OF PURPOSE**



*It's about selling yourself – but also showing
how you are an ideal match with the program.*

1

Personal Introduction

- Academic and personal background
- Characteristics and personality

3

Goals and Motivations

- Academic
- Research
- Project
- Professional
- Career

2

Experience & Achievements

- Academic knowledge of field or research
- Show how it relates to your career plans

4

Fit with the Program

Why you want to join this particular institution and department?

SOP CHECKLIST

- SOP clearly responds to the prompts and meets word count and formatting requirements.
- Introduced my academic, professional and/or personal background.
- Described relevant experiences and my development over time.
- Highlighted key achievements that demonstrate my talents.
- Clear connection between my previous experience and my future plans.
- Explained how the program will help me achieve my goals.
- Mentioned specific aspects of the program, department and institution that appeal to me.
- Focused every paragraph on one central idea.
- Organized paragraphs in a logical order and present a clear, coherent story.

ASSIGNMENT #6 -

Due EOD Wednesday, 10/29

Choose ONE: Option A or B

Option A:

If your goal is to land a job or internship, find a job posting that you are interested in and then craft a first draft of a cover letter that complements your resume.

Option B:

If your goal is to apply to graduate school, choose a graduate program that interests you. Look up their application requirements for either a SOP or Personal Statement, and begin a draft (generally 1-2 pages long).

Upload your drafts here on Canvas.



Exit Card 10/23 - ZOOM

