

How to Write a Cover Letter

The first draft

Dear Maureen and hiring team,

I saw your listing on LinkedIn and am excited because this is exactly the job that I've been looking for to showcase my skills in video production and production management to assist the creative center in producing compelling content.

Working in news and movie production has taught me to hear an idea and a concept and be able to fully plan out the logistics needed to make the desired final visual product. I have been able to work with software like Adobe Creative Suite and TriCaster, and have worked with other team members to write scripts and compose story boards.

Being part of the Creative Center team will give me the challenges to grow as a skilled producer and assist in production, help the production planning process, create a quick turn around for video publication, and manage content.

The final draft

Dear Maureen and hiring team,

I was so excited to see your post on LinkedIn because it's exactly the type of job I'm looking for: an opportunity to bring my experience with video production and enthusiasm for storytelling to an organization that sets the standard for high-quality management content.

In addition to five years of experience in broadcast journalism, research, and video production, I would bring an organized and systems-level perspective to this role. I view video production as a puzzle, and like to think about which parts need to come together in order to make a great final product. My approach is to have in-depth conversations with my team members, and the various stakeholders, before each project. This helps me nail down the logistics — from location to talent.

From there, the fun begins: fleshing out the concept and identifying what visuals will best represent it. Ideation and storyboarding are essential in this step. I know I'm not right all the time, so I enjoy working with a diverse team that can bring in new perspectives, brainstorm, and pitch ideas that will make the final product stronger. Whenever possible, I also try to seek out other sources for inspiration, like magazines, which allow me to observe different ways of expression and storytelling. This approach has served me well. It's what has allowed me to enter the film industry and grow as a creator.

On my website, you can see examples of how I use the above process to create fun, engaging content.

Given this experience and my enthusiasm for the work you do, I believe I'd make a great addition to your team. I recently had a chance to try out your Patient Zero product at my current organization. The simulation is both challenging and engaging. I was impressed by your ability to apply different storytelling methods to an online training course (which, let's admit, can often be a little dry). Your work exemplifies exactly what I believe: There's an opportunity to tell a compelling story in everything — all you have to do is deliver it right.

I'd love to come in and speak with you more about what I'd be able to offer in this role. Harvard Business Publishing is my top choice and I believe I'd make valuable contributions to your team.

Thank you for your time and consideration!

Sign

Name

Date

Enclosure: 1) CV

2) Testimonials

Note: You have to write as per final draft