

**Seneca**

WORK-INTEGRATED  
LEARNING

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# COVER LETTERS

# Why do I need a Cover Letter?

- An opportunity to introduce yourself to an employer by explaining...
  - your interest in the company
  - your interest in the position
  - your qualifications
  - what sets you above the other applicants
- Allows an employer to get a sense of each applicant beyond what their resume conveys

# Parts of a Cover Letter

- ❑ Headings with Contact Information
- ❑ Salutation
- ❑ Opening paragraph
- ❑ Body paragraphs
- ❑ Closing paragraph
- ❑ Closing greeting

# Headings & Contact Info

Provides the employer with essential information that tells them:

- how to contact you
- the date at which you are writing/applying
- whom you are writing to

*\* tip - left justified or match the style of resume heading*

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January 20<sup>th</sup>, 2017

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# Salutation

If you <u>know the name</u> of the person you should be addressing:	If you <u>do not know the name</u> of the person you should be addressing:
Dear Mr. _____	Attention: Manager of _____ Department
Dear Ms. _____	Dear Hiring Manager
NO: To whom it may concern - <i>shows lack of interest and indifference</i>	



Dear Sir/Madam...  
Dear Potential Customer...  
Dear fellow citizen...  
Dear friend...  
Mon ami...  
Hey you gorgeous thing, you...  
Dude...

**Personalize your cover letter – google to get contact info**

# Opening Paragraph

- Hook ‘em!!
- Introduce yourself and clearly state
  - Position that you are applying for and where you found it
  - Why you want to work there
  - Something you know about the company that interests you
- **Research, research, research!!!!** Show the employer that you know something about company
  - Look at the company website and get a feel for company culture – this will help you set the tone of your cover letter

“I am very interested in the Programmer co-op position posted on the SenecaWorks website and I am confident that my education, experience, and qualifications make me a strong candidate for this position.”

“I was very excited to see the QA Analyst position you have posted on the SenecaWorks job board. CIBC has been recognized as the strongest Bank in Canada and North America and strives to be a leader in client relationships. I am very eager to use my skills and experience to contribute to the continued success of the CIBC team.”

# Body Paragraphs

- Make yourself stand out! In 1-2 paragraphs, elaborate on areas of your resume that are relevant to the job you're applying to
- Read the job description!! Emphasize the skills/experience that match the description (*don't talk about your ability to photocopy if the job is looking for a helpdesk specialist*)
- Include specific examples of how your experience, education, or interests sets you above other candidates; demonstrate your uniqueness and suitability for the job
- Explain what you can do for the company. *Remember to focus on what the employer wants and what you can do for them.*
- Show enthusiasm about the organization, industry, or job. Talk in terms of the value you can bring as a result of your studies and work experience
- One paragraph can be related to education/training and another about related work experience

During my academic studies I have been exposed to many software and hardware engineering concepts. Using my effective analytical skills, I have accomplished a number of academic projects and assignments which provided me with valuable knowledge related to networking, PC hardware, and electronic circuits troubleshooting. Being highly interested in the field of software engineering, I have studied all aspects of Windows, Linux and Mac operating systems in and outside of class which has allowed me to developed my usage of its tools to a high functioning level. In a Microcomputers course, I was involved in team project where we designed several PC Systems for given specifications and assembled one of them. Through this experience and other projects, I have obtained abilities to self-manage in addition to playing an effective role in a task-oriented and team based environment.

Connecting words.....

- Additionally
- Furthermore
- Moreover
- Together with



"Both job candidates are equally educated,  
equally experienced and equally qualified,  
but one can play Layla on his armpit!"



# Closing Paragraph

- This paragraph concludes your letter, finish strong and with confidence!
- Summarize and tie everything together by re-stating your interest in the position and the company and touching on your qualifications
- Employers appreciate candidate enthusiasm - fully demonstrate your enthusiasm for the job....you really want to work there and you will fit in with the company
- Thank the employer for their time
- Mention your enclosed resume, confirm/reference contact details

I recognize Seneca College as a dynamic global academic institution and it would be a privilege to work with such an exceptional organization. I am driven to succeed in my career and strive for excellence in everything I do. With a strong desire to continually grow professionally, I am confident that I would be very successful in the position of Web Developer. Please do not hesitate to contact me for a meeting to discuss my qualifications further. I can be reached at 111-111-1111 or by email at [janesmith@gmail.com](mailto:janesmith@gmail.com).

# Closing Greeting

- The closing greeting should be professional and brief
- Use phrases such as “Regards,” or “Sincerely,” before signing and printing your name
- There is no need to provide an unorthodox closing greeting to stand out. Simply be courteous.
- You can include the word “Enclosure” after your signature
  - this tells an employer that there is other documentation enclosed (ie. your resume)

Sincerely,

*M Saith*

Mary Saith  
*Enclosure*

# Cover Letter Tips

- Try your best to show your personality
- Proofread for spelling, grammar and format at least three times
- Keep it simple and clear
- Where applicable, include the position competition number
- Short - no more than one page in length
- Customize each cover letter to the position being applied for
- Highlight relevant experience
- Do not send out generic letters
- Take your time – draft, revise and rewrite
- Show enthusiasm and sincerity
- Be sure to address and spell the contact name and title correctly
- Do not use words in short form
- Do not exaggerate your experience
- Save each new cover letter with the name of the employer
  - MSaith\_CIBC.doc

# NEXT WEEK