



Cover Letter Guide

Why Write a Cover Letter?

The cover letter accompanies your résumé to potential employers and provides you the opportunity to introduce yourself. Cover letters are comprised of at least 3 – 4 paragraphs and should be written in a manner that highlights the skills, abilities and accomplishments listed on your résumé. Additionally, the overall tone of your cover letter should be conversational and professional while relaying your enthusiasm for the organization. Your goal is to motivate the employer to read your résumé and invite you for an interview.

Inasmuch, the cover letter should hone in on your areas of expertise by summarizing your experience as it relates to the requirements for the job or internship for which you are applying. Be sure to use transitional words to segue from one thought and paragraph to another, and review the company’s website so you’re able to customize the letter to the position and organization. Below are the essentials of a cover letter.

<p>Address the letter to the manager, supervisor, or director. Only use “To Whom It May Concern” if you’re unable to locate this information.</p>	<p>Jane Jones 1234 Main Street Pembroke, NC 28372</p>	<p>Your address</p>	<p>Format notes</p> <ul style="list-style-type: none"> • 1 page maximum • 11-12 point font • Choose “standard” fonts such as Calibri, Times New Roman, Arial, Georgia, Verdana
	<p>January 5, 2017</p>	<p>Today’s date</p>	
	<p>Brenda Clark, Director Employment Solutions, Inc. 5678 Main Street Pembroke, NC 28372</p>	<p>Employer’s Address</p>	
	<p>Dear Ms. Clark,</p>		<p>Paragraph 1: Intro Should include:</p> <ul style="list-style-type: none"> • Purpose of the letter • Name of the organization • Job title for which you are applying • Where you found the job advertisement • What makes you a fit for the organization? • (Optional: If a current employee referred you to this position, state that and their name here)
<p>Paragraph 2: Story # 1 Describe one experience that is both impressive and relevant to the job. Examples:</p> <ul style="list-style-type: none"> • Part-time jobs • Internships/Volunteerism • Research/Projects • Student leadership 	<p>I am writing to express my interest in the Career Advisor position with Employment Solutions, Inc. that is currently posted your website. I have been seeking an opportunity to work for your organization for quite some time and am excited about the possibility of serving in this position. I have seen firsthand the impact of ESI’s emphasis on assisting community members with their employment searches and would enjoy contributing my career counseling and teaching skills to this position.</p>		
	<p>My interest in career counseling began in high school when I volunteered for the Cumberland County Schools job fairs as an administrative assistant. While in college at UNC Pembroke, I further explored my passion for serving as a Hawk Assistant at my university career center. During my final semester, I even served as a Hawk Assistant Leader. In this position, I was able to fine tune my skills in programming and marketing while working under tight deadlines.</p>		
<p>Paragraph 3: Story # 2 Describe a second experience that is both impressive & relevant. Highlight the skills this experience demonstrates.</p>	<p>In addition to my experience with UNC Pembroke, I completed an internship at the NC Department of Commerce. The opportunity to connect my personal passion for providing tools and information for employment seeking individuals allowed my work to shine. I worked on more than 60 job applicant caseloads, and facilitated several workshops on career decisions and networking. This internship required me to work closely with the workforce solutions team on a daily basis, which allowed me to advance my verbal communication, teamwork, and attention to detail skills.</p>		
<p>Closing Use a professional closing and include your first and last name. (Optional: Some applicants include a digital signature)</p>	<p>I am confident that my professional experience and educational background would serve me well as Career Advisor for Employment Solutions, Inc. It would be my pleasure to work with the ESI staff at such a well-respected organization. I look forward to the opportunity to interview with you to allow us to further discuss my qualifications for the position. If you have any questions or would like me to provide any additional information, please feel free to contact me at (555) 555-5555 or jane.jones@email.com.</p>		<p>Paragraph 4: Conclusion</p> <ul style="list-style-type: none"> • Summarize your skills/experiences • Reiterate your interest in the position • Reiterate the job title and organization • Include your email & phone number • Close with grace and appreciation
	<p>Thank you for your time in considering my resume.</p>		
	<p>Sincerely,</p>		
	<p>Jane Jones</p>		

Cover Letter Guide: Example 2

Tiffany Apples
1234 Apple Lane
Pembroke, NC 28372
(910) 521-1111

September 9, 2017

Ms. Carmen Mango, Hiring Manager
College Recruiting
Reach Media, Inc.
13760 Noel Road, Suite 750
Raleigh, NC 24861

Dear Ms. Mango:

My name is Tiffany Apples and I am interested in the Business Affairs internship that Reach Media, Inc. advertised with the University of North Carolina at Pembroke's Career Center. The description for the internship at Reach Media attracted me because it is consistent with my academic preparation and previous work experience as well as my career goal to provide legal assistance to a major media corporation.

Currently, I am a senior at the University of North Carolina at Pembroke and will graduate with dual degrees in Mass Communication and Political Science in May 2017 with plans to attend law school immediately upon graduation. As you will note from my enclosed resume, my work experiences have exposed me to a variety of settings. I am comfortable in a fast-paced environment where meeting deadlines and handling simultaneous tasks, as well as having the ability to write and conduct research are essential. The skills and hands-on training I have acquired have only reinforced my desire to learn more about Reach Media.

In addition to my academics, I am involved in many school activities to include Model United Nations, Toastmasters, and the Pre-Law Society. I also volunteer my time with Teen Court and the Radio Reading Service all while maintaining a 3.75 GPA. Yet, I remain focused on my career goals and successfully manage all the responsibilities I accept. It is the same sense of commitment and eagerness that I would bring to Reach Media.

I welcome the opportunity to discuss how my talent and potential make me an excellent choice for Reach Media, Inc. Please feel free to contact me at (910) 521-1111 or tapples@bravemail.uncp.edu.

Thank you for your consideration. I look forward to speaking with you.

Sincerely,

Tiffany Apples

Enclosure: Resume