

ELSIE STUDENT

MM/DD/YYYY

Mark A. Moneymaker
Hiring Manager
Super Corporation
Great City, ID 83501

Dear Mr. Moneymaker,

As a soon-to-be graduate of Lewis-Clark State College in `<list degree>`, I was pleased to learn of the position of **Very Important Idea Creator** within Super Corporation's Marketing Division. This position aligns with many of my interests and areas of experience, including project management, creation/production of marketing materials and campaigns, and leadership.

As a `<list degree>` student, and through extracurricular activities, I have gained experience leading both large and small teams — successfully completing projects and managing events. One of the most challenging and fulfilling projects allowed me to team with other students across campus to help market a newly established program office for LCSC. Through a process that spanned nearly an entire semester, the team of Student Creators developed marketing materials in a variety of formats — physical and online. We learned valuable lessons in adaptability and communication. Ultimately, our work helped launch `<new office name>` that is now helping a wide array of LCSC students.

During my Junior year, I gained valuable firsthand experience through my internship with Mega Marketing. The projects I worked on during this internship included: a promotional campaign for a regional security company, a statewide travel guide publication, and brand and label development for a local winery. In addition to my internship work, I successfully juggled campus leadership responsibilities and coursework. I know the importance of goal setting, managing timelines, and meeting deadlines.

Combined, my education, work experiences, and interests position me well to contribute to Super Corporation's goals. Thank you for your time and consideration. I look forward to discussing this opportunity with you.

Sincerely,



Elsie Student

Cover Letters

Cover letters are your opportunity to convince the company and the hiring personnel why your resume matters and why you would make a great addition to their team. This is where you take the information from your resume and explain, expand, and excel at describing how qualified you are.

The body of the letter should be the 'meat' of your sales pitch. This is where you will discuss past experience, education, and your transferable skills. You need to persuade the person reading the letter that you will make an incredible employee and be able to contribute positively to their environment.

Your closing statement should be something that ties it all together and stimulates the reader to think of you in that position. "I look forward to discussing more about assisting the company," or something similar, places you at the forefront.

Customize for each application! Templates can be helpful for formatting, but you need to make sure it's real, relevant, individual, and honest.

Always use a formal business letter format, addressed to the hiring manager or the head of department — including their name whenever possible, as well as their title, company name, address, and the date.

Personal salutation. "Dear Mrs. Clark" may be fitting, but never use "To Whom It May Concern." You will sound archaic, impersonal, and uninterested. Do all you can to find the *right* person to address the letter to. Trust us, it will make your letter stand out. If all else fails, "Dear Hiring Manager" will get you by.

Layout and design is important. Keep the letter to about a page, and maybe even less. Some employers prefer around a half-page.

Remember, your opening line is your hook for your sales pitch. This where you grab their attention – make your intent and drive clear.

Use the information from your resume bullets to expand and highlight your skills and experience. Make sure to connect everything to this position and how well you would fit in at this place. Don't be afraid to get specific. You can even throw in statistics if you have them.

Testimonials can be beneficial. Sometimes including praise you've received from a supervisor on a specific task or skill is a great inclusion.

