Cover Letters

3 tips for creating an effective cover letter:

1. Purpose – Understand that a cover letter is a powerful marketing tool.
2. Structure – Organize your cover letter in a logical and effective way.
3. Check your work – Confirm that your cover letter is ready to go!

CAREER SERVICES

Part I: PURPOSE *Understand that a cover letter is a powerful marketing tool that will:*

- Highlight and connect your skills and experiences to the position
- Communicate your motivation and future goals as they relate to the company and position
- Serve as an example of your written communication ability
- Provide an opportunity to address potential barriers to being considered (i.e. relocating to another state)
- Help you prepare for an interview

Part II: STRUCTURE *Organize your cover letter in a logical and effective way.*

Introductory Paragraph:

- Identify the position being sought and where you learned of the position (mention a personal referral if appropriate)
- Provide an authentic, enthusiastic statement of why you are excited about the position and/or how does it aligns with your future goals

Body Paragraph(s):

- State what the employer needs, based on the job description (present)
- Describe what you have done (past) that demonstrates your strengths and skills
- Connect the need with what you can do and explain how you would contribute in this role (future)

Concluding Paragraph:

- Summarize why and how you are a good fit for the role
- When appropriate, offer remediation for any barriers (ex. Although I am currently studying abroad, I am readily available to interview via phone or Skype.)

Part III: CHECK YOUR WORK *Use this checklist to make sure your cover letter meets all the tips covered here.*

- ☐ The document is free from spelling or grammatical errors
- ☐ If submitting your cover letter via email, the document is converted to a PDF before sending
- ☐ Signature should be digitally scanned if transmitted electronically
- ☐ If sending via email, write a brief introduction of your resume and cover letter and attach both as PDF documents

See cover letter examples online and in our additional handouts!

Visit us online and in person! Career Services has drop-in advising hours Monday-Friday
Career advisors are available to meet with you for a 15-minute appointment on a drop-in basis Monday-Friday. For the specific listing of drop-in times visit: www.seattleu.edu/careerservices.
If drop-in advising times don't work for you please call, email or request an appointment online.

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(Until June 10, 2012)

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(After June 10, 2012)

February 18, 2012

Martina Alvarez
World Marketing
555 West 2nd Avenue
Suite 220
Seattle, WA 98195

Dear Ms. Alvarez:

I am excited about the opportunity to hone my marketing and event planning experience through the Marketing Internship (#1285) with World Marketing, which I learned about through the Redhawk Network at Seattle University. I am currently a junior at Seattle University, majoring in Psychology with a minor in Communication Studies. My leadership and academic experiences align with both the skills of this position and the mission of World Marketing, serving client marketing needs through the use of innovative public engagement strategies.

A Marketing Intern should be a strong writer, competent researcher, and an organized and self-sufficient event and logistics coordinator. In my role as Assistant Director of Forums for Seattle University, I was responsible for writing and designing flyers to promote a series of 12 forum events to students on campus. In addition, through my academic coursework as a Psychology major, I developed research skills that I can use to better understand the psychological rationale for how marketing impacts particular populations. Finally, I have experience promoting events from my role as lead organizer for Dance Marathon at Seattle University. At this event we had a record number of volunteer participants to help meet our fundraising goal of $10,000. Additionally, I supervised 150 volunteers and managed the event planning committee.

As a Marketing Intern I would apply my writing and organizational skills to help World Marketing and their clients better understand their brand perception and identify smarter ways to engage and influence clients. I am capable of working independently to delve into deep research questions, but can also quickly shift gears to coordinate logistics for large-scale marketing events.

I have the writing, research, and event-coordination experience to thrive in this internship, and I welcome the opportunity to interview for the position. I look forward to growing my skills and contributing to the mission of World Marketing. I can be reached at shea.attle@gmail.com or 206-555-4848, and I look forward to hearing from you soon.

Sincerely,

[*Digital Signature Here*]

Shea Attle

Enclosure (1)