Cover Letter Guide

Your Address

Reminder: Times New Roman or Arial font 11 or 12 pt, single spaced, one page

Date

Contact's Name
Contact's Title
Organization Name
Street Address
City, State Zip

Contact's name:

First Paragraph- *"Why Them?"*

State the intention of your cover letter by including the position you are applying for and how you learned about it. If you were referred by someone or have a contact within the company, state that as well. In a few sentences, tell the employer why you are interested in the position and in their organization. (Here is where you will do research about the company to talk about *why* you want to work for their organization). Avoid using exact wording from their website or job posting.

Second Paragraph- *"Why You?"*

Describe any *relevant skills* that you have gained throughout your education and professional experience (You can choose to separate this into two paragraphs or keep it as one). You can include skills gained through coursework, activities, jobs, etc. Also make sure to describe the related *professional accomplishments* you have had. Employers also want to know how you went above and beyond your primary job responsibilities. This is where you can really highlight yourself. Make sure that the skills and accomplishments you are describing combine the requirements/qualifications on the job posting and your resume. You want to show the employer that the experience you have matches what they are looking for without blatantly saying so (You can make that connection in the next paragraph).

Third Paragraph- *"Why Together?"*

Explain why you and the employer would be a great fit. *How* do your skills and accomplishments directly tie into what they are looking for? What can you offer them? What can they offer you? What do you hope to accomplish while working there? This paragraph is where you are connecting the dots for the employer on why they should hire you. You can talk about the ways that your experience matches what they are looking for. Make sure to include the ways that the employer can contact you at the end. Close by showing your appreciation and thanking them.

Sincerely,

(Actual signature)

Your typed name

Cover Letter Guide

Owlsley Owl
1 Owl Avenue
Boca Raton, FL 33431

November 27, 20XX

Robert Thomas
Human Resources Manager
XYZ Marketing, Inc.
20100 E. Commercial Blvd, Suite 101
Ft. Lauderdale, FL 33309

Dear Mr. Thomas,

The purpose of this letter is to express my interest in the Marketing Intern position with XYZ Marketing, Inc. as posted on the FAU *Handshake* database (position #19562). XYZ Marketing, Inc. is an outstanding marketing firm in South Florida with an established record and strong clientele base. Furthermore, you have been a staple in the marketing profession with the most recent accomplishment being named *Florida's Top Advertising & Marketing Companies on the 2014* by INC. Your company has also fostered great relationships within the community through the ability to analyze the culture of the customer and the consumer. This demonstrates the quality and creativity of what XYZ Marketing, Inc. produces and how great of an opportunity it is to be associated with your company.

In my previous position of Public Relations Intern with Northwest Realty Partners, I proofread all news releases and press kit items. I was also the first intern in the company to have their own press releases published. During my time with Northwest Realty Partners, I also took part in professional business meetings and attended corporate networking events. Additionally, over the past year I served as the Website Development Committee Chair for the Young Marketers Club at Florida Atlantic University. I directed a five person committee responsible for the creation and implementation of a website to further increase exposure and the membership of the club. My expertise with marketing theory and Adobe Photoshop has allowed the committee to move forward with the development of a well-designed website in under two months. These positions have given me the chance to use my creative talents in a professional and educational environment.

XYZ Marketing, Inc. is looking for a Marketing Intern that has a willingness to learn and the innovation to help them to reach new populations. As the Marketing Intern, I can bring my creativity and problem solving skills to help accomplish those goals as I have demonstrated in my previous employment. In return, I can further develop my knowledge of the marketing industry while working with creative minds employed with XYZ Marketing, Inc. I have attached my resume for further review, and I look forward to meeting with you in the near future. I am very grateful for this opportunity to be associated with such a distinct company in South Florida. If you have any questions, please email me at OwlsleyOwl@fau.edu or contacting me at 561-555-5555.

Thank you for your time and consideration.



Owlsley Owl