

Cover Letters

Career Center

How to Format a Cover Letter:

Your Name
City, State, Phone, Email

Date

Name of Business Contact, Their Title
Organization name
Street Address
City, State, Zip

Dear Mr./Ms. (Name of Business Contact)

In the first paragraph, state the position title you are applying for, how you became aware of it, and why you are interested. This only needs to be two or three sentences.

In the middle paragraph, offer your sales pitch by giving specific highlights that outline how you fit the position. Be sure to tailor your cover letter to the job posting you are applying for. The cover letter's job is to get their interest enough that they want to look at your resume. Just focus on a few key highlights of your resume, to encourage them to look at it for the details.

In the final paragraph, thank the employer for their time or consideration and state your interest in meeting for an interview. Specify how you would like to be contacted (either by phone or email).

Sincerely,
(4 spaces)
Your typed name

Business Student
Pocatello, ID 208-798-1324
studbusi@isu.edu

1-15-19

Scott Sterling, HR Manager
Bengal Co.
921 Main Street
Pocatello, ID 83209

Dear Mr. Sterling,
I am applying for the Marketing Manager position at Bengal Co. that was posted on the ISU Handshake system. With my education and experience, I feel confident that I would be a great fit for this job.

As the current Vice President of the ISU Marketing Association, I lead meetings and help make decisions for the club. I have also gained valuable experience in my marketing class where I was able to lead a team of students to make a marketing plan using multiple social media platforms for a local business. As a past manager at McDonald's for 3 years, I learned how to do market research as well as payroll, scheduling, and training for employees. Through these experiences, I have developed strong customer service skills as I have worked with customers and other departments to meet their marketing needs.

Thank you for your consideration. I would like to meet with you to further discuss this position. I can be reached at studbusi@isu.edu or 208-798-1324.
Sincerely,

Business Student

Marketing Manager Position

Bengal Co. is looking for a qualified person to manage the marketing department and to maintain the company's social media accounts.

Responsibilities:

- Lead the marketing team in making decisions with social media campaigns to increase sales and website traffic.
- Manage the office payroll, scheduling, and training for employees.
- Collaborate with other departments within the company to meet their marketing needs.
- Conduct market research to find out what customers want/need to inform strategic decision-making.

Qualifications:

- Bachelor's degree completed or in progress.
- Possess strong customer service/relations skills.
- Proficient with social media platforms and online marketing strategies.
- Minimum 1 year experience.

Interested applicants can send their resume, cover letter, and a list of 3 references to Scott Sterling at sterscott@bengalco.com.

Business Student

Pocatello, ID (208) 798-1324 studbusi@isu.edu
www.linkedin.com/in/businessstudent

EDUCATION

Bachelor of Business Administration in Management and Marketing

Expected Grad. May, 2019

Idaho State University, Pocatello, Idaho

- GPA 3.7

Associate of Applied Science in Accounting Technology

May 2017

College of Eastern Idaho, Idaho Falls, Idaho

- GPA 3.3

EXPERIENCE

Vice President

May 2018 to Present

ISU Marketing Association, Pocatello, Idaho

- Give presentations on how to run effective marketing campaigns through social media platforms.
- Build relationships with faculty advisors and students by holding regular meetings and events.
- Gain leadership experience by leading meetings and delegating responsibilities to other members.
- Co-directed 3 fundraisers which brought in \$1500 to the club for scholarships and activities.
- Present to the ASISU Senate each semester on state of the club and future event plans.

Marketing Project Lead Student

Sept 2018 to Dec 2018

ISU MKTG 4480 Social Media Strategy Class Project, Pocatello, Idaho

- Managed a team of 5 students to create a social media campaign for a local business to enhance their online presence.
- Used Adobe Creative Cloud and iMovie to make promotional videos and advertisements.
- Increased company website visits by 55% through marketing on Instagram, Twitter, Facebook, Snapchat, and LinkedIn.
- Presented final project results to professor and class using PowerPoint and Prezi.

Career Path Intern (CPI)

Aug 2017 to June 2018

ISU College of Business, Pocatello, Idaho

- Improved communication skills by following instructions and asking questions of supervisors.
- Assisted with department event planning and marketing for those events.
- Conducted surveys of students and faculty to get a better idea of their preferences.
- Updated website and social media profiles to reflect feedback from student and faculty surveys.

Assistant Manager

Jan 2012 to Jul 2015

McDonald's, Idaho Falls, Idaho

- Managed the schedule, training, and payroll for 15 employees after being promoted from cashier.
- Learned how to conduct performance evaluations to increase productivity among the workers.
- Oversaw the day to day marketing of new products and offerings to keep the menu fresh.
- Increased sales revenues by 10% over 3 years by tracking trends and customer requests.

When writing bullet points on your resume, use action/result sentences to show what you have done and the positive outcome that resulted from your work. Give details so employers have more information about your abilities and how you can help them.

1. Chaired a committee...
2. Chaired a promotional committee...
3. Chaired a successful promotional committee...
4. Chaired a successful promotional committee that resulted in a 30% increase in ticket sales.

Transferable Skills

Transferable skills, also known as “soft skills,” are not job specific, but can be used in a variety of careers and work settings. You can use transferable skills to help tailor your experiences to the job posting you are applying for. These are some examples:

- | | |
|--|-----------------------------|
| 1. Communication skills (verbal and written) | 6. Problem-solving skills |
| 2. Strong work ethic | 7. Analytical skills |
| 3. Teamwork skills (works well with others) | 8. Flexibility/adaptability |
| 4. Initiative | 9. Computer skills |
| 5. Interpersonal skills (relates well with others) | 10. Technical skills |

A typical way to state it...

1. “Worked sales booth locations on campus.”
2. “Responded to customer complaints.”

A better way to state it...

1. “Used organization skills to plan and coordinate teams of sales staff to ensure high traffic flow to sales booths.”
2. “Developed communication skills by listening to customer complaints, while also reviewing possible solutions to resolve their concerns.”

More Bullet Point Helps

Here are questions that are relevant to employers to help you think about what to add to your resume, especially if you don’t have a very detailed job posting to tailor your bullets to:

- Did you increase sales/productivity/volume? Provide percentage or amount if possible
- Did you save your company money? If so, how and by how much?
- Did you complete any special projects? What were they and what was the result?
- Did you take on new responsibilities that weren’t part of your job? Why were you selected?
- How did your company benefit from your performance?
- Did you bring a project in under budget? How did you do this?
- Did you generate any new business or increase client base? How?
- Did you design or implement any new systems or procedures to improve efficiency?

- Your reference page heading should be the exact heading used on your resume for consistency.
- References go on a separate sheet of paper. Even if you have room on your resume, don't put them on there.
- A total of 3-5 references is optimal.
- ALWAYS ask permission from a reference before giving their name to an employer. It is also a good idea to give your references a copy of your resume and keep them informed about your job search.
- The most effective references are those given by former employers, individuals functioning at the same level as those to whom you are applying, or college professors who are familiar with your work.
- References may be centered or left-aligned, depending on your preference.

Information You Need to Include:

Name
Position Title
Company Street Address
City, State Zip Code
Phone Number
Email

References Example:

Business Student

Pocatello, ID (208) 798-1324 studbusi@isu.edu
www.linkedin.com/in/businessstudent

REFERENCES

Dr. Ack Ounting

CPI Supervisor
ISU College of Business
921 S 8th Ave.
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(208) 282-0000
ountack@isu.edu

Dr. Mark Eting

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etinmark@isu.edu

Ronald Grimace

Regional Manager
McDonald's
321 Fry Lane
Idaho Falls, ID 83401
(208) 321-2222
Ronald.G@mcdonalds.net