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What is a Cover Letter?

Congratulations on writing your first cover letter! The cover letter is a crucial part of the application process. While a perfect cover letter won't necessarily get you a job, a poorly written cover letter will certainly keep you from getting an interview. Before writing your cover letter it is important that you get some information in order. First, it is well-worth sitting down and making a list of the most important qualifications stated in the job listing. Then, look over your résumé and highlight experiences that meet these criteria. In addition, make sure you have thoroughly researched the company/organization and have a firm understanding of their mission and what they do. Once you have all of this information it is time to get started writing! On the following pages you will find a detailed outline of the structure of a cover letter as well as examples. As you work on your cover letter keep the tips below in mind.

IMPORTANT COVER LETTER WRITING TIPS:

- There is no such thing as a “form” cover letter. Each letter you write should be unique and targeted to a specific employer and position.
- The employer does not expect you to repeat your résumé in your cover letter. They already have your résumé! The cover letter is a place for you to expand on and highlight the great experiences you have had that are relevant to the job. One or two of your most impressive examples will suffice.
- Your cover letter also allows the employer to gauge your writing skills. Take time with your cover letter! Have at least two people proof-read the document before you send it in.





Paragraph One = Introduction

Your introduction paragraph should be brief and to the point. Make sure you cover the following areas:

- Why are you writing? - In this first sentence you should tell them that you are writing to apply for a position. Make sure you explicitly state the name of the particular position as the organization may have a multitude of positions available.
- Where did you find out about the organization, the position etc. - Again, be specific. It is helpful to the employer if they know exactly which listing you are referring to.

There must be a reason that you chose this organization. In this paragraph you tell them why. This allows you to show that you have done your research on the organization and that this is not a form cover letter that you are sending out to hundreds of employers.

- Is it their mission statement, their goal?
- An article you read?
- A specific project?
- The way they work?
- Word from someone that works or used to work there?
- An introduction line to the rest of the letter - It may help to think of this as your thesis statement.

Paragraph two = About you

In this paragraph the goal is to clearly outline the ways in which you meet the employer's qualifications or criteria. Don't feel pressured to stuff your entire résumé in to one paragraph. Instead, highlight and expand on a few key aspects of your résumé that specifically meet up with the qualifications stated in the job listing. Provide the employer with specific examples from any of the following:

- Professional Experience- internships or part-time jobs
- Education - did you work on a relevant class project or take classes in the employer's field?
- Volunteer Experience - volunteer work is just as valuable as professional experience if it is relevant to the job qualifications
- Special skills - don't forget to point out required language or computer skills

Paragraph three = Conclusion

To conclude your cover letter touch on the following points:

- Mention that you are including your résumé
- Give them your phone number and e-mail address in case they want to contact you
- Unless the announcement states "no phone calls please", tell them that you will be contacting them at a specified time span (i.e. within a week) and then calculate when they will receive the letter and call them at that time. **ONLY MENTION THIS IF YOU ACTUALLY INTEND ON CALLING.**
- Thank them in advance



Outline of a Cover Letter

Your Address
Your City/State/Zip
Date
(2 spaces) } Optional: You may also use your Resume Header here

Contact Name (Always find the name if possible, if not use HR Director's name)
Title
Organization
Street Address
City/State/Zip
(2 spaces)

Dear Mr./Ms./Dr. Last Name: (Use Title of person)
(1 space)

1. Opening Paragraph: (Build a match)

- ☑ Capture the reader's attention (write something positive about the co. and about yourself)
- ☑ State Purpose/Position being sought ☑ Source of lead ☑ Name of Referring Person

I believe my advertising experience with RDW Group in addition to my diverse academic background will allow me to make a positive contribution to your company. I am applying for the position of Copy Writer at Collette Vacations as advertised on RhodyNet at URI Career Services Employer Relations. Dan Coken, Human Resources Representative at Collette Vacations referred me to this position by. Please consider the following:

- Excellent writing and editing skills
- Bachelor of Arts Degree
- Internship experience within the field of travel writing

Collette Vacations is the oldest vacation tour operator in the United States and has expanded to a global company with affiliates on seven continents. The solid foundation and expansion of Collette attracts me to this company.

(1 space)



2. Body Paragraph: (Explain why you are best qualified)

☑ Point to Achievement ☑ Stress skills ☑ Provide concrete examples ☑ Address the entire job description ☑ Apply your past work experience or education to each of the job requirements

*Collette Vacations Copy Writer Position

* Your Qualifications for Body of Letter

1. Write advertisements, promotions and sales material
2. Work with marketing team to create ads and direct mail
3. Motivated to learn travel industry
4. Ability to be organized and meet tight deadlines

1. Created advertisement classifieds, and marketing materials for URI publication
2. Attended branding meetings at RDW Group Traveled throughout Europe and Asia
3. Multi-tasked in fast paced environment as waitress

3. Closing Paragraph: (Ask for the interview)

☑ Restate you are solid match ☑ Mention the company name ☑ Proactive follow-up ☑ Thank them

I am confident that I can exceed your company's standard of excellence and quickly develop a deep understanding of the Collette Vacations vision. I would greatly appreciate the opportunity to speak with you regarding the position within the upcoming weeks. Thank you for your time and consideration.

(1 space)

Sincerely,

(3-4 spaces)

Hand written signature

Cover Letter Sample

43 Small Drive
Foster, RI 02851
Jan. 7, 2015

Kenneth Blanks, Human Resources Director
Collette Vacation
25 Downy Street, Providence RI 02881

Dear Mr. Blanks:

I am applying for the position of Copy Writer at Collette Vacations as advertised on RhodyNet at URI Career Services Employer Relations (Job ID # 4258). I was referred to this position by Dan Coken, Human Resources Representative at Collette Vacations with whom I spoke at the Summer and Internship Job Fair held at the University of Rhode Island. Please consider the following:

- Excellent writing and editing skills
- Bachelor of Arts degree in Communication Studies
- Internship experience within the field of travel writing

Collette Vacations is the oldest vacation tour operator in the United States and has expanded to a global company with affiliates on seven continents. The solid foundation and expansion of Collette attracts me to this company and the global affiliations are in direct line with my career objectives.

While employed at The Good Five Cent Cigar publication, I had the opportunity to create advertisements, classified, and marketing materials. I worked with a team of five people to meet deadlines and authored a travel column regarding locations in and around New England that would be attractive to students. As an intern at RDW Group, I edited copy materials before being printed as well as attended branding meetings to discuss marketing strategies resulting in the use of two of my strategies. In addition, I have traveled extensively throughout the United States and studied abroad in France. I then became a mentor to students studying abroad assisting them with the processes of international travel and issues of adjustment abroad. In all of my previous positions, I have been responsible for meeting deadlines and completing my work in an organized and efficient manner.

I look forward to hearing from you to discuss employment opportunities at Collette Vacations. My previous work experience, commitment to excellence and extensive international travel will allow me to be an asset to your organization. Thank you for your time and consideration.

Sincerely,

Samantha Song

Media Job Description

Shore Fire Media New York, New York, United States

At Shore Fire Media we create and spearhead public relations, social media, and digital marketing campaigns for a diverse range of clients. Shore Fire's philosophy is that every project deserves a specialized, thoughtful, and thorough approach that reaches broad audiences and drives your message home. We take our clients' campaigns to the next level and beyond, wherever they happen to start — musicians, films, authors, chefs, venues and concert halls, apps and services, non-profit organizations and trade associations, plus health and lifestyle brands. So whether your goal is critical acclaim, building a rabid fanbase, or reaching new customers, we help you find your audience and make a lasting impression.

MUSIC AND LIFESTYLE PUBLICITY COORDINATOR

COMPANY DESCRIPTION

Shore Fire Media is a standard-setting boutique public relations and media management firm specializing in entertainment, music and popular culture. We are committed to diversity and brilliance in our clients and the work we do for them. We are a thriving 20+ person company with a 22 year stellar reputation.

<http://www.facebook.com/shorefire> <http://shorefire.com/> <https://twitter.com/ShoreFire>

JOB DESCRIPTION

We have an excellent entry-level opportunity for an enthusiastic and motivated person to join our staff as a Publicity Coordinator (similar to account coordinator/ assistant account executive).

First and foremost, the right individual must be a strong, proven writer who exudes a maturity beyond their years and is a total go getter. This individual will share our passion for securing media coverage for clients that include musicians, lifestyle brands and new technologies. In the position, the publicist will assist in supporting various aspects of account work such as: working closely with senior publicists to draft media materials and press communications, contributing to core public relations tasks (building media relationships, brainstorming pitch angles) and maintaining internal resources (conducting industry research, updating media contacts).

Excellent written and verbal communications skills are crucial, as is deep knowledge of and passion for pop culture. Social media experience and understanding is a BIG plus. Creativity, teamwork and the ability to multi-task will allow for this individual to grow within the position and our company.

QUALIFICATIONS

1. Superior written and verbal skills. Candidates should be able to write quickly, clearly, and persuasively at a high level. Writing samples are required and previous experience in journalism, critique, reporting, or editing is a plus. It doesn't matter if it's your blog, your college paper, or the NYT, we'd love to see it!
2. Enjoyment of fast-paced, high-pressure work environment - juggling multiple tasks, hitting tight deadlines (evening & weekend hours as necessary to cover client events, concerts, etc).
3. Versatility to work within a team supporting account manager as well as to take ownership on individual project assignments.
4. Ability to exercise good judgment and common sense.
5. Interest in participating in a wide variety of PR campaigns (music, charities, food, products, etc).
6. Confidence to offer creative ideas and solutions to build our clients' press visibility.
7. Attention to detail in client and press communications as well as within competitive research and analysis reports

EDUCATION

Bachelor's Degree

EXPERIENCE

6 months - 1 year of experience at a PR agency, music company, news outlet and/or brand.



Media Cover Letter (see above related job description)

228 Roosevelt Dr.
Kingston, RI 02881
2/10/2015

Marilyn Laverty, Publicity Coordinator
Shore Fire Media
32 Court Street, Suite 1600
Brooklyn, NY 11201

Dear Ms. Laverty,

With great enthusiasm I apply for the position of Music and Lifestyle Publicity Coordinator at Shore Fire Media. The mission and vision of Shore Fire Media; to create interesting writing that covers every angle to capture journalist's attention, is in direct line with my career objectives. Please consider the following:

- ❖ Bachelor of Arts Degree in Communication Studies
- ❖ Proven to be a current, persuasive, creative and engaging writer
- ❖ Ability to build and maintain relationships with diverse populations, clients, vendors and co-workers

Currently, I write a blog to raise awareness regarding the many Rhode Island causes, initiatives and people doing exceptional jobs who use the web to make a positive impact on the world. I accomplish this by connecting with these organizations and researching what they are all about then convey that information to the public through my site <http://thesociallyconsciousriblog.org>.

Additionally, I am a member of the Special Events team for the URI Student Entertainment Committee (SEC) which is a student run organization that plans a variety of entertainment events for the campus and local community. Through this position, I have selected/booked performers, sold tickets, performed marketing and advertising campaigns, worked backstage as a stage crew/security team, and met the needs of the performers and artists. I have experience assisting with concerts, comedy shows, lectures and presentations by famous athletes, actors, actresses, politicians, and reality stars. In addition, I have been a constant contributor to The Good Five Cent Cigar newspaper (URI student paper) covering such topics as lobster bakes, tie-dying, concerts and movie reviews. In all of these positions, I have adhered to tight deadlines, multi-tasked in fast paced environments and acted as an integral member of a team to complete a common goal.

While a waitress at Chelo's, I brainstormed, pitched and created a print ad pairing a restaurant special event with a local community engagement. This ad was published in a local paper and increased sales by 14 percent during that time period. As an intern at RDW Group, I edited copy materials before print and attended branding meetings to discuss marketing strategies which resulted in the use of two of my strategies.

I will contact Shore Fire Media within three weeks to discuss how my skills and abilities can positively impact your team. My strong writing ability, enthusiasm for all things pop culture and ability to build relationships will allow me to be an asset to your organization. Thank you for your time and consideration.

Sincerely,

Albert Pinterest

Inserts: Writing Samples

Pharmacy Technician Job Description

Rite Aid Pharmacy Technician

Minimum age of 18 years old; Ability to pass drug test.

Committed to providing customer service that makes both internal and external customers feel welcome, important, and appreciated.

Ability to preserve confidentiality of information.

Ability and willingness to move with purpose and a strong sense of urgency.

Ability to work weekends frequently, extended days rarely

Accuracy and attention to detail.

Ability to organize and prioritize a variety of tasks/projects.

Familiarity with Pharmacy Law and industry/technical terms and processes.

Ability to work within strict time frames.

Excellent customer service skills.

Familiarity with SYSM and other communication tools.

Ability to resolve conflicts and problems as they arise.

•The following qualities are helpful:

Ten-key punch speed of four thousand (4,000) SPH.

Typing speed of forty (40) WPM.

Knowledge of brand and generic drugs by name.

Pharmacy Technician Sample Cover Letter (see above related job description)

Erica Sands
41 Belmont St
Augusta ME 02581

October 18, 2015

Phillip Morgan, Human Resource Manager
Rite Aid Corp.
Narragansett, RI 02881

Dear Mr. Morgan:

I will be graduating from the University of Rhode Island in May of 2016 with my Master of Science in Pharmaceutical Science. It is my desire to work as a Pharmacy Technician within the Rite Aid organization because of your dedication to health and wellness, philanthropy and sense of community. Please consider the following:

- Strong communication and interpersonal skills
- Previous rotational experience in the field
- High level of attention to detail and organization

As a work study student within the Enrollment Services Dept., at URI, it was required that I file and process confidential tax and student documentation adhering to F.E.R.P.A guidelines of confidentiality. While a waitress at Pucks Tavern, I multi-tasked in a fast paced environment while providing excellent customer service. I was promoted to manager because of my attention to detail and ability to prioritize and trouble shoot problems quickly and effectively.

My education and course work has made me familiar with pharmacy law as well as many of the technical industry terms. I have used SYSM in a laboratory setting and within clinical simulations. My schedule is flexible allowing me to work nights and weekends. As evidence by my work within customer service positions, I have the ability to build and maintain relationships with customers, clients, team members and managers. I have strong typing and computer skills and know that my organization, management and analytical skills can be an asset to the Rite Aid team. Please feel free to contact me at (401) 886-1954 or esands@gmail.com.

Sincerely,

Erica Sands