Cover Letters

Use a formal business letter format, which includes the address block of the person to whom you are sending the letter.

Matthew Taylor
tayorm@slu.edu • (123) 456-7890

April 12, 20XX
Mr. Keith Smith
Assistant Director
Youth Center
5900 South Broadway
St. Louis, MO 63123

Dear Mr. Smith:

I am writing to apply for the Marketing Associate position (#A1732), which I found through Saint Louis University’s Handshake database. As a recent graduate with a Bachelor of Arts in Communication, I am seeking a position with a nonprofit organization where I can utilize my degree and leverage my past marketing and public relations experience. The mission of the Youth Center is to ‘empower individuals and communities to reach their full potential’ aligns well with my professional values and the opportunity to assist our organization in furthering its mission is exciting to me.

I have substantial experience creating marketing plans and designing materials. Through my internship with Florida Power Company and my leadership positions within Phi Kappa Theta fraternity, I have developed several marketing plans and effectively implemented them. In my senior marketing course, I conducted marketing research and utilized the data to make recommendations which the manager successfully implemented.

Additionally, my leadership and communication skills are strong. In my internship with Saint Louis University Office of Admissions, I supervised fifteen fellow students in their roles as student ambassadors by creating weekly schedules and providing feedback for improvement. I also provided detailed and time-sensitive information to admission counselors and prospective students, which enhanced my phone and written communication skills.

Communication, education, skills, and experience will make me a strong fit with the Youth Center as the Marketing Associate. I would appreciate the opportunity to further discuss the position with you in an interview and am best reached by email or phone. I look forward to hearing back from you. Thank you for your consideration!

Sincerely,

Mark Taylor

TIP: Customize EVERY cover letter to the specific position to which you are applying.

Employers will often discard candidates who use generic cover letters.

Use the language and requirements of the job description to guide your word choices and to select specific relevant experiences to highlight.

FIRST PARAGRAPH:
- Include the position to which you are applying.
- Provide a brief overview of your qualifications for the role.
- Indicate why you are interested in that specific organization and role.
- If someone referred you to the position, mention it here.

Address Block: Research the organization and identify the hiring manager whenever possible.

Use formal titles and the individual’s last name.

TIP: "Mrs." should not be used unless you have been instructed to do so. "Ms." is the proper title for women you do not know.

FINAL PARAGRAPH:
- Summarize your qualifications.
- Request an interview.
- Mention the best way to contact you.
- Thank the employer for their time.
- Including a signature is optional if the letter is sent electronically.

MIDDLE PARAGRAPHS:
- Use 1-3 paragraphs to describe the specific skills and experiences you have relevant to the role.
- Use SPECIFIC examples. Don’t just say you have leadership experience. Tell the employer what you accomplished and what you learned.

Your resume, cover letter, and references page should all use the same headings, fonts, and formatting.

[Footer]

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STUDENT SUCCESS CENTER
CAREER SERVICES

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