

COVER LETTER GUIDE

Research the organization and identify the hiring manager whenever possible. If name can't be found, "Hiring Manager," "Human Resources Team," "Hiring Committee," can be used. Also, use a formal business letter format, which includes the address block of the person to whom you are sending the letter.

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

Ima Plyen

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April 12, 202X

Ms. Kate Smith
Assistant Director
Youth Center
5900 South Broadway
St. Louis, MO 63123

Dear Ms. 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 to "equip individuals and the community to reach their full potential" aligns well with my professional values and the opportunity to assist your 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 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 the 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 admissions counselors and prospective students, which enhanced my phone and written communication skills.

My combination of 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. I look forward to hearing back from you. Thank you for your consideration!

Sincerely,

"Insert graphic of signature here"

Ima Plyen

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 the specific organization and role, emphasizing what you have to offer them instead of what you want from them
- If someone referred you to the position, mention it here

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, referencing a previous position or experience

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

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.

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.

AI Assistance Tips:

- AI can help you build a resume, but complete reliance often leads to vague and nonspecific cover letters
- If AI is utilized, further revisions will be necessary

SAMPLE COVER LETTER: Your cover letter will be unique to you and customized accordingly. Be sure to contact Career Services for a review either by scheduling an appointment on Navigate360, calling (314) 977-2828, or by submitting your document in Handshake.



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