

Cover Letter—Template

Date

Your present address
City, State, ZIPPerson's Name
Title
Company
Address

SALUTATION:

Dear Ms./Mr. Name of Person:

FIRST PARAGRAPH:

Attract the employer's interest by briefly mentioning your specific interest in the company and/or position. You may want to identify how you were made aware of the opportunity or who referred you.

MIDDLE PARAGRAPH:

Communicate the way in which your skills and experience can be of value to this particular employer. Present the most relevant information you want the employer to consider, even before she/he turns to your resume. If you have a related class, volunteer, internship, student activity, or relevant work related experience, be sure to mention pertinent data or accomplishments to show that you have specific qualifications. Use keywords from the position description to describe your fit for the opportunity. Highlight special accomplishments and show your enthusiasm, but don't merely repeat your resume.

CLOSING PARAGRAPH:

This is where you call for action! Mention your interest in discussing the job in person (i.e., ask for an interview). Take the initiative and let the employer know how and when you will contact him or her to follow up. Use phrases like "get together" or "meet with you" rather than "interview."

Sincerely,

(hand written signature)

Your typed name
Enclosure

Sample Cover Letter

November 20, 2012

2812 Thackery Road
Greenville, NC 27858Mr. Eye Gottajob
Human Resources Manager
Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Gottajob:

As a Communications major, I know the future of the business is in the Internet. I dream big and I know Google supports big dreams. Motivated dreamers make things happen. Since Google's creation in 1998, I have watched it set new heights for the interactive world. Your company has a clear vision that I would be proud to support in either a marketing or advertising sales job.

The education I have received at East Carolina University and my previous internships have prepared me for Google. In advertising courses, I created media plans for Facebook and Microsoft's Zune. For these, I conducted market research to determine targets and to decide which geographic regions to run advertisements in. Additionally, I also determined the most effective media to use with \$20 million budgets. Both media plans had a situation analysis, an objective, strategies and rationales section, and promotions.

As a campus representative for ECU Television, I practice marketing on a daily basis. The marketing plan I devised and executed as an Intern with Panasonic placed third in a national competition for driving the most people to the website. In regards to my writing, online and leadership experience, I have had seven articles published in three publications. As an intern with *Our State* magazine, I used excel and Google Analytics to prepare monthly traffic reports with tables and graphs of click-through rates, pageviews, YOY% increases, unique visits, and popular content.

During the week of December 12 through 16, I will be in the Mountain View area and would like to make arrangements to meet with you. I will call you within the next ten days to determine your interest in scheduling a meeting. If you need to reach me before then, feel free to connect with me at jobhunterm14@students.ecu.edu.

Thank you for your time and consideration. I look forward to meeting you.

Sincerely,

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