



# COVER LETTERS

Your resume is your marketing brochure. Your cover letter is your introduction or 'executive summary' to your resume. The main point of a cover letter is to tie your experience directly to the job description. Look at the description and be sure the words relate directly to those in your cover letter and resume. If the employer is looking for teamwork, highlight a team experience in your resume and be sure to include a team related accomplishment in your cover letter.

## A Cover Letter should be:

- **Concise:** A cover letter should be three to four paragraphs. Any longer might lose the interest of the reader. We suggest the following format:
  - **Opening paragraph:** Four or five sentences maximum. Mention the position you are applying to/interested in, briefly introduce yourself, and indicate where you learned of the opportunity.
  - **Body of letter:** Usually one or two paragraphs. Share detailed examples of your qualifications for the position's specific requirements. Many students choose to use one paragraph to discuss previous work experiences and another one to discuss academic experiences or leadership experience, etc. Choose whatever combination communicates your most relevant qualifications most effectively!
  - **Closing:** Three to four sentences maximum. Summarize your qualifications, restate your enthusiasm for the position, and include your preferred contact information for the employer to follow-up with you.
- **Clear:** Articulate your qualifications in words that mirror what the employer provided in the job description. Do not try to impress with a long list of accomplishments. This is the executive summary, not the resume.
- **Convincing:** An employer will make a decision on your candidacy based on the combined letter and resume package. You have to articulate the connection to the job description and sell your skills. This is a competition. Why should the employer hire you?



## CHECKLIST

- The words and action verbs in your cover letter should be reflective of the job description.
- Always be professional.
- Use proper grammar.
- Check for spelling and punctuation errors.
- Know to whom the resume/cover letter package is going. Do not use "To Whom It May Concern." Address letter to the Recruiter or Hiring Manager.
- Use paragraph form, not bullet points.
- Do not copy and paste content from your resume to your cover letter.
- Do not be forward in requesting an interview.
- Keep to one page (no more than 3-4 paragraphs).
- When e-mailing a recruiter or hiring manager directly, use the body of the email to write two to three sentences that introduce yourself and mention to what position you are applying. Include your cover letter and resume as PDF attachments. Do not cut and paste your cover letter into the body of the email.



# SAMPLE COVER LETTER

Jason John  
Arthur Seat  
St. Thomas

September 1, 2016

Lisa Layne  
Marketing Coordinator  
Phases Marketing Co. Inc,  
Black Rock  
St. Michael

It is OK to use either of these type headers for your cover letter

Or Jason John  
Arthur Seat, St. Thomas | Tel: (246) 234-5678 | Email: [jason.john@mycavehill.uwi.edu](mailto:jason.john@mycavehill.uwi.edu)

Or Jason John  
Arthur Seat, St. Thomas  
Tel: (246) 234-5678; Email: [jason.john@mycavehill.uwi.edu](mailto:jason.john@mycavehill.uwi.edu)

Dear Ms. Layne, *(or use full name if pronoun is uncertain)*

It was great meeting you during the University of the West Indies Cave Hill Campus Job Fair on March 2, 2016. I am very interested in the Phases Marketing internship position advertised through the Office of Student Services. I am a second year student at UWI Cave Hill majoring in Psychology and am very excited about this opportunity to combine my skills in social media and marketing to customize services for clients of Phases Marketing.

One desired strength mentioned for the Phases Marketing internship is motivation. As a leader and Marketing Chair of UWISTAT, a UWI student organization, I coordinate and write articles for our newsletter and maintain three social media pages, including Facebook, Twitter, and Instagram. I increased our social media audience by 50% within 12 months by developing strategic partnerships across campus and customizing updates for each social media account daily. Part of my success is attributed to my passion for marketing our organization to the Cave Hill community. I am confident my high motivation level, strong social media and marketing skills make me an excellent match for this internship position.

I understand that creativity is a very important asset to successful product launches. Recently, I worked closely with four team members to propose a new product line of beverages during a marketing class. I designed a 3D product rendering, a print brochure and a social media ad using Photoshop. As part of the final project, our team presented the product line to a panel of marketing professionals. The panel ranked the project first place among eight groups. Remarks from the panel included mention of my innovative designs. Using my creative skills to benefit the Phases Marketing team would be a great experience in my future career as a Public Relations professional.

I am highly motivated to contribute my creative, social media and marketing skills through the internship. Thank you for your time and consideration. I look forward to discussing my qualifications with you in the near future. I can be reached at (246) 234-5678 or by email at [jasonjohn@mycavehill.uwi.edu](mailto:jasonjohn@mycavehill.uwi.edu).

Best regards,

Jason John