

COVER LETTER GUIDE

OPENING PARAGRAPH

This paragraph should name the position and how you learned about it, show your enthusiasm, and note information you gained while researching the company. The primary purpose is to create interest in you.

MIDDLE PARAGRAPH(S)

Explain how your background makes you a qualified candidate for the position. Make connections between your education, experience and skills and the company's needs. Highlight relevant achievements and unique qualifications.

CLOSING PARAGRAPH

Express your appreciation for the reviewer's time, and indicate your desire for a personal interview and the best way to contact you.

Jane S. Weber

123 South Road, Ogden, Utah 84404
(801) 555-XXXX

janesweber@email.com
linkedin.com/in/yourprofile

Mr. Waldo Wildcat
Human Resources Manager
Lillard Industries, Inc.
123 Awesome Avenue
Ogden, UT 84408

- Name
- Position Title
- Company
- Company Address

Dear Mr. Wildcat:

I was excited to learn about the opening of the Marketing Specialist position at Lillard Industries, Inc., which I found on Wildcat Handshake. In addition to meeting your minimum qualifications, I speak Spanish fluently and have relevant hands-on experience in digital marketing of products and services. I welcome the opportunity to apply my skills within your organization.

As you can see from my resume, I will be graduating this spring with a Bachelor of Arts in Communication with an emphasis in Public Relations and Advertising from Weber State University. From my courses, I have obtained a strong understanding of marketing principles, critical thinking skills, and the ability to work efficiently under pressure.

Currently, I am the Marketing Intern at Purple Products, Inc. In this position, I have collaborated with the marketing team to create successful marketing campaigns that have increased exposure for the company and boosted sales 7% over the past six months. I am excited to bring this energy and my social media knowledge to Lillard Industries, Inc.

Please refer to the attached resume which further demonstrates my background and experience. Feel free to contact me via phone or email regarding an interview or any questions you may have. I look forward to hearing from you soon.

Best regards,

(omit signature when emailing or add digital signature)

Jane S. Weber

HEADER

Match cover letter and resume header formats.

SALUTATION

Address the appropriate contact person by title. If the contact person's name cannot be found, use phrases such as "Dear Selection Committee" or "Dear Hiring Manager."

SIGNATURE

Close the letter (sincerely, regards, etc.), sign your name below the closing, and type your name below your signature.

KEY POINTS

- Tailor your cover letter to each position
- Keep your letter concise and to one page
- Proofread carefully



TOP 10 ATTRIBUTES EMPLOYERS SEEK ON CANDIDATE'S RESUME

Problem-solving skills	82.9%
Ability to work in a team	82.9%
Communication skills (written)	80.3%
Leadership	72.6%
Strong work ethic	68.4%
Analytical/quantitative skills	67.5%
Communication skills (verbal)	67.5%
Initiative	67.5%
Detail-oriented	64.1%
Flexibility/adaptability	60.7%

SOURCE: JOB OUTLOOK 2018, NATIONAL ASSOCIATION OF COLLEGES & EMPLOYERS

REFERENCE CHECKLIST

- Ask permission to use them as a reference
- If necessary, you may ask if they would be willing to write you a letter of recommendation
- Make sure to target your references to each position
- Contact each reference and let them know you are beginning your application process
- References should be listed on a separate document
- Thank your references!

REFERENCES GUIDE

Harrison B. Jones

456 Rad Road Farmington, UT 84025
801-529-XXXX

hbjones@gmail.com
linkedin.com/in/yourprofile

Mr. Jorge Costanza
Sales Manager
Vandelay Industries
367 Wildcat Way
Bountiful, UT 84010
801-949-XXXX
jorgecostanza@vandelay.com
Current Supervisor

Ms. Laney Benes
Executive Editor
J. Peterman Catalog
2018 South Purple Street
Kaysville, UT 84010
801-451-XXXX
lbenes@jpc.com
Former Supervisor

Dr. Cosmos Kramer
Professor of Communication
Weber State University
3848 Harrison Blvd
Ogden, UT 84408
801-626-XXXX
cosmoskramer@weber.edu
Current Professor

Mr. Larry Seinfeld
Public Relations Coordinator
Festivus, Inc.
405 West Stanger Street
Boise, ID 83701
801-529-XXXX
lseinfeld@festivus.com
Former Supervisor

◎ PURPOSE OF REFERENCES

- Verify your work history
- Help an employer evaluate your motivation, communication abilities, work habits, and skills

◎ WHO SHOULD MY REFERENCES BE?

A reference could be a current or former supervisor, professor, or colleague who can speak to your strengths and abilities. *Close friends or family members should not be considered.*