

WRITING YOUR COVER LETTER

UNLV

The cover letter you include with your resume is incredibly important—it's your opportunity to make a strong case for yourself and demonstrate your super powers!

Think of it as an advertisement for yourself—a well-crafted summary of your education, experience and skills—designed to convince the reader to contact you for an interview.



Write your brand statement:

**MY _____, _____, AND _____
MAKE ME AN EXCELLENT CANDIDATE FOR THIS OPPORTUNITY.**

Think about how your experience, background, skills and passion/interests align with the specific job description. Make a list. This will guide your letter.

YOUR EXPERIENCE

What you've done that fits the job:

Job/internship experience, class projects or self-driven work and volunteer experience.

YOUR BACKGROUND

How your background makes you a great candidate:

Job/internship experience, class projects or self-driven work and volunteer experience.

YOUR SKILLS

Job-relevant skills that you've demonstrated:

Writing, adaptability, research, time management, event planning, project tracking, etc.

YOUR PASSIONS

Don't be afraid to show some enthusiasm!

Why are you excited about the position? How you want to contribute to the professional field or the company mission?

CRAFT YOUR LETTER

Here's an example of a well-designed, easy-to-read cover letter!

To begin...

Look for keywords and phrases in the company's position description to include.

Introduce Yourself

Ensure that information about you stands out, such as your degree. You can highlight this information by bolding your education.

Provide Evidence

Be sure your job title stands out and clearly describes your role.

Show some passion

Create intentional space between each section and underline and bold your resume headers to strategically create separation for easy readability.

Close with thanks

You can include class projects on your resume in a clearly defined section. Format it like a job/work experience.

John Smith
702-300-0000 | johnsmith@gmail.com | Las Vegas, NV

12 January 2019

Coke Foundation
12 Washington Avenue
Cleveland, OH 09887

Re: Summer 2019 Digital Marketing Internship (Job Code 2338)

Dear Ms. Lacey,

I am writing in order to submit my resume for consideration for the 2018 Digital Marketing internship at the Coke Foundation. I am an English and Economics major at the University of Nevada, Las Vegas. My robust experience in non-profit marketing and data visualization, my academic background in research design, and my passion for connecting diverse communities to health-focused resources make me a great candidate for this position.

As a Digital Marketing intern at the World Bank, I monitored partner institution's social media accounts for content that was shared via our four media channels. I also maintained SEO keyword benchmarking and assisted with content optimization. My experience contributing to targeted communications for thought leaders and potential partners helped me hone skills in research, writing, and editing. I enjoyed the fast-paced and issue-focused environment, and my work resulted in a 5% increase in subscribers to our opt-in email newsletter.

In my economics courses, I have had the opportunity to build skills in quantitative and qualitative research methodologies. In a course called Comparative Economic Systems, I produced a 25-page paper on "The Economics of Immigration." For this project, I compiled and analyzed data from the Congressional Budget Office, Federal Reserve Banks, and Labor Economics journals to produce a report that compared shifts in public opinions on immigration to the percentage of labor that is foreign-born.

I am particularly excited about this position because of the opportunity to manage and assist with programming social content for the Coke Foundation. I am also eager to research digital trends and execute social plans that are dedicated to the mission of promoting diverse health initiatives. I am planning on pursuing a career in healthcare marketing and the Coke Foundation's focus on low-income and high need audiences matches my goal to contribute to the wellness of diverse communities.

Thank you for your time and consideration. I would appreciate the opportunity to speak to you further regarding my qualifications. Please let me know if you have any questions or would like any more information.

Sincerely,
John Smith

TIP:

Proof it carefully (it's a good idea to have a friend, family member, colleague, or professional proof it too) to make sure it's concise and free of errors!