

Create a Cover Letter

Yes, you need to include one with your resume.

A cover letter is marketing piece that introduces you to an employer. It highlights your specific accomplishments that benefits the employer. A good cover letter “sells” you and your resume.

Before you start writing...

- Make a list of skills the employer wants and what you have to offer.
- Keep it to one page and about 300-500 words. Font should match font used on resume.

Introduction/purpose:

- The introduction should be interesting and include:
 - An expression of your enthusiasm about the work the company does
 - The position you are applying for
 - Mention important contacts you have at the company
 - A short blurb regarding your background and accomplishments or talents
 - Where you found the job posting

Why you:

- Write about your experience and qualifications using examples that relate directly to the job posting and how these benefit the employer. You can use education, class projects, work experience or volunteering.
- Try expanding on your past experience with these strategies:
 - Go into more detail about one or more of your accomplishments (education, experience and more)
 - Demonstrate that you have baseline skills necessary to excel. Including interpersonal skills.
 - If there are certain skills you don't have but seem important to position, emphasize your enthusiasm to learn these.
 - Research the company and relay how your goals, experience and skills relate to the company's goals.

Closing:

- End your letter with a call to action. A good way to end the letter is “Please contact me so that we may arrange a personal interview”.
- Thank the employer for reviewing your application and resume.