

# Cover Letter Guide

## ***Purpose***

- Use the letter as a more personal introduction to the employer.
- Elaborate on your relevant experiences. It is not a restatement of your resume.

## ***Writing Tips***

- Find a name. Address your letter to an actual person whenever possible.
- Research the company values, mission statement, and skills required for the position.
  - Relate these concepts back to your experiences
- Use the details and vocabulary found on the company website throughout the cover letter.
- Be succinct - a hiring manager should be able to read your letter at a glance.

## ***Outline***

- Introduction
  - Lead with a strong opening sentence stating why this job is exciting to you and what you bring to the table.
- Body Paragraph
  - Introduce your experiences and how they overlap with the position requirements.
  - Add supporting details on how you can help the organization reach its goals.
- Body Paragraph 2
  - Cover whatever pertinent information you could not fit into Body Paragraph 1.
- Closing Paragraph
  - State your main objective: getting an interview.
  - Address any additional materials sent with the cover letter.

## ***Concluding a Cover Letter***

- Kind regards, Best regards, Respectfully, etc.

## ***Formatting***

- Font: Times New Roman, Calibri, or Arial
- Point Size: 10-12 point
- Margins: .5" or 1" all the way around
- Spacing: single space
- Include contact information that matches your resume and the date you are submitting the documents

Michele Marketing  
(392) 541-6783  
michele@clemson.edu

Date

Petra Hammond  
Director of Marketing  
Martech Exchange

Dear Petra Hammond,

I've had a passion for Marketing since I ran my own lemonade stand when I was a kid. As a recent graduate with a degree in Marketing and a drive to develop innovative marketing strategies, I am confident that my skills and enthusiasm make me an ideal candidate for "Entry Level Marketing Manager" position at Martech Exchange.

From my coursework and internships, I have gained a solid foundation in marketing principles and techniques. I have developed a deep understanding of market research, consumer behavior, and brand management. Additionally, my experience in creating and implementing social media campaigns has allowed me to develop strong analytical and creative skills.

During my internship at XYZ Company, I successfully managed a social media campaign that resulted in a 20% increase in brand awareness and a 15% increase in website traffic. I am confident that my strong communication skills, attention to detail, and ability to think strategically would enable me to contribute to the success of Martech Exchange's marketing initiatives.

In closing, I am thrilled about the opportunity to join Martech Exchange and contribute to its continued growth. I am confident that my passion for marketing, coupled with my strong academic background and practical experience, make me a strong fit for this position. Thank you for considering my application. I look forward to the opportunity to discuss how my skills and qualifications align with Martech Exchange's goals.

Sincerely,

Michele Marketing