



# WRITING YOUR COVER LETTER

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!

Your cover letter is where you make your pitch—summarize the skills and experience that make you perfect for the job, and express your passion for the field and interest in the company.



*Write your brand statement:*

MY \_\_\_\_\_, \_\_\_\_\_, AND \_\_\_\_\_  
MAKE ME AN EXCELLENT CANDIDATE FOR THIS OPPORTUNITY.

Think about how your experience, background, skills and passions/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:

Academic background, cultural background or personal interests

## YOUR SKILLS

Job-relevant skills 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 do you want to contribute to the professional field or the company mission?

# Craft Your Letter

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

## Introduce yourself

Include your brand statement! Indicate who you are, the position you're applying for and summarize your case.

## Provide evidence

Support your brand statement! Summarize your education- and job-based experience relevant to the position.

## Show some passion

Express enthusiasm for the position and relate it to your interests.

## Close with thanks

Thank the reader for taking the time to consider you for the position.

Coke Foundation  
12 Washington Avenue  
Cleveland, OH 09887

January 12, 2019

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 DePaul University. **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,  
Gina Letters

*Don't forget your brand statement!*

**TIP:** Proof it carefully (it's a good idea to have a friend or family member proof it too) to make sure it's concise and error free!