

introduction to...

WRITING A COVER LETTER

A cover letter provides context for the resume. It makes a claim about what experiences and skills qualify you for the job or the opportunity. It also provides evidence of the skills you highlight. While it is a conventional document, each cover letter should be tailored to a specific application. The "thesis statement" of the cover letter is a brand statement that presents you as a distinctive candidate.

See also: *introduction to...* **KNOW YOUR BRAND**

STEP 1

Write a brand statement.

 **EXPERIENCE**

- job/internship experience
- class projects or self-driven work
- volunteer experience

 **SKILLS**

- writing
- technology
- design
- research

 **BACKGROUND**

- academic background
- cultural background
- personal interests

 **PASSION**

- How do you want to contribute to the professional field or the company's mission?

My , , and , make me an excellent candidate.

STEP 2 Provide evidence.

"My _____, _____, and _____ make me an excellent candidate for this position."



"As a (job title), I..."

"As a _ major, I..."

"My background in _..."



"I am particularly interested in this opportunity because..."



"Thank you for your time and consideration."



sample

COVER LETTER

"MY _____, _____, and _____

**MAKE ME AN EXCELLENT
CANDIDATE."**

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.



During my Communications internship at Speak Out Center Chicago, I created, edited, and sourced content for the center's quarterly newsletter. I was also responsible for the formatting, design, and distribution of the newsletter using Microsoft Publisher. I developed skills in outreach and design, and I enjoyed working in a cross-functional non-profit environment.



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