



OFFICE OF
CAREER EDUCATION

Cover Letter Format

1681 5th Avenue | (304) 696-2370 | career@marshall.edu

Cover letters can be a chore to write but are extremely important in the job search process. Cover letters need to be tailored to the specific job for which you are applying. While it is okay to have an example that you work from, you cannot simply copy and paste from the example and call it a day. Take the time to find out what the unique problems and challenges of the organization might be. Show them how you have the qualifications to meet their needs. Keep your letters personal, warm, and professional while remembering you are writing a professional document.

Date

Employer's Name

Title

Organization

Street Address

City, State, Zip Code

Use the same font and style on your cover letter as your resume for consistency and professionalism.

Dear _____:

- Address to a specific person if possible. Call the company for a name if not listed. Use Mr. or Mrs.
- If a name is not available for the salutation, use a title. For example, Dear Human Resources Director, Hiring Manager, or Search Committee Chair.

Paragraph 1: The “Hook”

- Get to the point: What is your purpose? What is the position? Who/What is your source?
- Drop a name. Did someone within the company suggest you apply? Let them know!
- Highlight something about their business or posting that made you want to apply.

Paragraph 2: The “Pitch”

- Highlight your relevant qualifications and results, putting the most important information first.
- Target what the organization needs or wants.
- Make it clear and easy to read. Be positive in your overall message.
- Talk about a relevant work experience that helps the company see what you would add to the position.
- Use buzzwords from the job description.

Paragraph 3: The “Close”

- Quick summary (one sentence).
- Call to action (request for a phone call or interview).
- Contact information.
- “Thank you.”

Sincerely,

- 4 spaces
- Include your signature, unless e-mailing

Your Name (First and last name typed)

Address, City, State, Zip

www.marshall.edu/careereducation



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Cover Letter Example

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Dear Hiring Committee (or name of Hiring Manager, if relevant):

I would like to apply to the [job title] position at your company, which I found [on/through] [list where you found the position i.e. Indeed, Handshake, current employee, etc.]. *OPTIONAL* This job was recommended to me by [list person who works at the company].

This position asks for a candidate with skills in [list requested skills]. I can provide these skills in the following ways:

- [List skill #1]. In my role at [previous job], I [action or accomplishment]. I was also able to showcase my [skill] abilities as a [role] in [project name] project by [what you did].
- [List skill #2]. I have always displayed my careful approach to [job duty] by [action]. At [previous company], I frequently [action]. In addition, I had the opportunity to [action or accomplishment], which further shows my dedication to [aspect of your field].
- [List skill #3]. Everything I have engaged in so far has all been driven by my keen interest in [aspect of your field]. Even as a [previous role], I made sure to dedicate some part of my day to [action]. It is this passion that has driven every one of my career decisions thus far.

If hired at your company, (list what soft skills, energy, or contribution you could bring to the workplace that is unique to you). You can reach me by phone at (888) 123-4567 or by email at marshall@marshall.edu.

Sincerely,
[Your name]

- 4 spaces
- Include your signature, unless e-mailing

Dear Ms. Smith:

I would like to apply for the Pharmaceutical Sales Representative position, which was advertised on Handshake, Marshall University's employment website, on July 1, 2020. I am also writing at the suggestion of Bill Moyers, who recommended that I apply for the position.

This position calls for experience in management, which I have acquired through my BBA in Marketing program and my one year of outside sales experience. I have gained excellent communication and analytical skills through my time working as a Sales Manager for Leeman Supplies. I am task oriented, diplomatic, and able to interact professionally and socially with individuals from all backgrounds.

If hired at your company, I can bring a healthy and positive attitude to the work environment and encourage others to hit their sales targets. You can reach me at (304) 123-4567 or at marshall@marshall.edu. I look forward to hearing from you soon.

Sincerely,
Marcia Marshall

- 4 spaces
- Include your signature, unless e-mailing

Make sure to use this template as a guide, but to insert your own voice/personality. The hiring managers want to hear from you, but this is a good start. Be sure to relate the job requirements to your own experience in work or at school.

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