

# Cover Letter Writing Guide

Cover letters serve as a way for you to explain why you are qualified for the position you are applying to, and provides the reader with more detailed information than your resume can. Cover letters motivate the reader to want to learn more about you. They should never be or appear generic or mass produced, rather tailored to the position for which you are applying.

## SECTIONS TO INCLUDE

**Header:** Your header should match the header on your resume to help define your personal brand and to provide your contact information. Copy and paste your resume header in this section.

**Address:** Include the date, recruiter name, title, company, and mailing address here. If you don't have the recruiter's name, use Hiring Manager.

**Introduction paragraph:** Tell the reader why you are writing – state your case! Be specific, including the position for which you are applying and how you learned about it. If someone has referred you, mention that person's name here. Mention your major, graduation date, and relevant coursework. Explain what motivated you to apply for this position and why you want to work for this company. Highlight your strengths and what you can bring to the company and the position.

**Body paragraphs:** Tell the reader why they should care that you are applying – defend your case! Use this section to give examples/details of education, experience, skills, and other qualifications you have that match with the qualifications the employer is seeking. Research the company and position by reviewing their website, mission, and job description to find common themes. Highlight how your experiences and/or coursework relate to these themes. Some of your experiences will be much more relevant than others to the position at hand and to the reader's decision making regarding your application, so present information that is most aligned with the job description. Go beyond reciting information that is already on your resume. A deeper look at the details of your accomplishments will go further.

**Closing paragraph:** Wrap up the letter and talk about next steps. Use this section to reinforce your qualifications, cite attachments (resume, writing samples, references, etc.), suggest a follow up meeting/interview; and thank the reader for her/his time.

## QUICK TIPS

- Always attach a cover letter to an application, even if it is optional.
- 1 page in length; 10-12 font size; use clear and easy to read font.
- Cover letters should be sent in one of the following ways:
  - a) Saved and sent as a PDF attachment via email;
  - b) Convert to PDF and upload for submission via online job board systems such as CareerSource; or
  - c) Sent directly in the body of an email.
- Use a full block letter format: all dates, addresses, salutations, body paragraphs, etc. are left justified with no indentations.

## THANK YOU LETTERS

Thank you letters should be written to everyone who interviewed you within 24 hours of your interview.

### Effective thank you letters:

- Thank the interviewer for the time they invested in your interview;
- Reference some aspect of your interview or qualifications that was of particular interest or importance to that interviewer;
- Reinforce your qualifications for the position; and
- Express your continued interest in the position.

Thank you letters should not exceed one page.

### Thank you letters can be:

- a) Type-written on traditional 8.5x11 inch stationary or on 6x9 inch personal stationary,
- b) Handwritten on a note card and sent via postal mail, or
- c) Sent via email.

The medium you use will depend upon the nature of your relationship with the person to whom you are sending it. The more formal the relationship, the more formal the thank you communication should be.

## CAREER ADVISING

Career Advisors are available to meet with you to review your cover letter and other job application materials. Make an appointment with CCS by logging into STAR or by calling our office at 512-471-9421. Visit our website for walk-in hours and resources, [moody.utexas.edu/ccs](http://moody.utexas.edu/ccs).

# IMA LONGHORN

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April 25, 2016

Victoria Vasquez  
Edelman  
506 Congress Ave. Suite 300  
Austin, Texas 78701

Dear Ms. Vasquez,

I am writing to apply to the Assistant Account Executive position at Edelman that I located on CareerSource at the Moody College of Communication. I am currently a senior Advertising major at The University of Texas at Austin graduating in May 2016. I feel that I have the background knowledge and skills that align with what you are looking for in a candidate. This opportunity will allow me to exercise my current knowledge in social media analytics, community engagement, client business strategies and brand engagement. I am looking forward to the opportunity of learning new innovative strategies that Edelman implements that allows your clients' to evolve, promote and protect their clients' brands and reputations.

Last summer I had the opportunity to work for a New York based advertising firm, Uproar! at DDB, where I was exposed to client, consumer, and new business research, as well as website planning and brand management. The projects I worked on strengthened my skills in account research, social media management, and client relations. I am currently working for Uproar! remotely focusing on competitive research pertaining to social media and brand awareness. My most recent projects have included creating client competitive research decks and managing the agency's YouTube channel. My organizational skills have also been enhanced through assisting with website redesign as well as assisting with creative pitch preparations.

During my academic career at The University of Texas at Austin, I enrolled in a social media journalism class that broadened my knowledge on social media etiquette and social media journalism. I learned the importance of each channel and how they can be monopolized as a news medium for journalistic purposes. I helped manage the social media account, "Social New Network," on several social media platforms such as Twitter, Facebook, Pinterest, and Tumblr, which are aimed at reaching college students. This experience gave me a new appreciation for social outreach, and provided me with skills to better engage with my audiences.

Each of these experiences have prepared me for the Assistant Account Executive position because I have been able to work effectively with others, provide exceptional work and service, and remain organized.

I am interested in gaining experience and skills in a new environment and learning about the strategies behind the creative impact that Edelman has in the advertising world. I would appreciate the opportunity to discuss how I can contribute to Edelman and feel that this position will be the start of a hopeful career in account services. Please feel free to contact me by phone or email to set up a time to further discuss my qualifications for this position. Thank you for your time and consideration.

Sincerely,

Ima Longhorn