

Why Include a Cover Letter?

A cover letter serves as a way for you to explain why you are an ideal candidate for the position for which you are applying. A good cover letter can persuade the reader to want to learn more about you. It should never be or appear generic or mass produced; rather, the cover letter should be tailored to the position for which you are applying (Note: use the job description as a guide to tailor your letter).

What Should Include in a Cover Letter?

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/hiring manager's name, title, company, and company mailing address here. If you don't have the recruiter's name, contact the company's Human Resources department and ask to whom you should address your application materials. If they are unable to provide a name, address to "Hiring Manager."

Body: The body of your cover letter should contain the following information:

- Introduction - Tell the reader why you are writing. 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. Briefly highlight your strengths and what you can bring to the company and the position.
- Motivation - Explain why you want to work at the company and in the position. What about the company/position persuaded you to apply? It should be more than just that you need a job (if that is the only motivation you can think of, you may want to reconsider applying). Your motivations may include:
 - The job requirements closely match your professional interests.
 - The mission, culture, goals, etc. align with your personal values.
 - You found a product or service of the company to be inspiring, creative, or innovative.
- Qualifications - Tell the reader why they should care that you are applying. Provide examples of education, experience, skills, and other qualifications you have that match with the qualifications listed in the job description. Highlight how your experiences and/or academic projects relate to the company's mission/goals. However, avoid simply reciting your resume in paragraph form. The goal here is to illustrate to the reader how your qualifications align with what the employer is seeking.

Closing: Wrap up the letter and talk about next steps. Use this section to reinforce your qualifications, express interest in a follow up meeting/interview, and thank the reader for her/his time. End with an appropriate closing phrase (e.g. Sincerely) followed by your full name.

Additional 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, preferably the same font as your resume.
- Convert into a PDF before emailing or uploading to online job board systems such as CareerSource.
- All dates, addresses, salutations, body paragraphs, etc. are left justified with no indentations.

Career Advisors are available to meet with you to review your cover letter. Make an appointment with CCS by logging into STAR or by calling our office at 512-471-9421. For additional online resources, visit the Career Toolkit on our website (moody.utexas.edu/ccs).

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April 2, 2017

Bob Steerman
ATX Marketing
111 Farmland Road
Austin, Texas 78701

Dear Mr. Steerman,

I am currently a senior Advertising major in the Moody College at The University of Texas at Austin and will be graduating in May 2018. Last semester I attended the career fair and had the opportunity to speak with Rebecca Cowherd. I was fascinated to learn from that conversation that data analytics, a strong interest of mine, was the foundation for your now famous Rodeo Austin campaign. I was therefore very interested when I came across the opening for a Digital Marketing Assistant at your firm. My passion for creating audience-specific social media content and proven success in applying data-driven analytics to quickly grow a dedicated following align perfectly with the requirements needed to succeed in this role.

What I most admire about your agency is that your work is supported by data and culture and is focused on bovine behavior. ATX Marketing is known for its ability to translate numbers and research analytics into social media campaigns that connect with their customer's core values. I admire your team's ability to build a loyal fan base that enthusiastically promotes ATX's products and company culture.

My experiences have prepared me for the Digital Marketing position, as I have been able to provide creative, quality work while effectively functioning in team-oriented environments. As an intern at Barnyard Advertising last summer, I collaborated in brand immersions, conducted competitor research, and performed analysis for client reports generated by Google Analytics, Spyfu, and other platforms. This year I have had the opportunity to work as a social media intern for the Moody College of Communication Career Services Office, where I have been able to promote events and office resources by utilizing self-produced graphics and videos on several social media platforms. In addition to my professional experience, I am currently in a digital portfolio class designing campaigns around real brands, including Borden and Blue Bell.

I am confident that my creativity, experience, and work ethic would make me a valuable addition to your team. I would appreciate the opportunity to further discuss my skills and qualifications and how I can contribute to ATX Marketing, and I look forward to hearing from you. Thank you for your time and consideration.

Sincerely,

Ima Longhorn