

Understanding the Purpose

The purpose of a cover letter is to directly convey what you are a strong candidate for the position. It is your opportunity to represent your abilities and demonstrate how your competencies match the job's requirements. It also illustrates your writing and communication abilities. You want to personalize your letter to each position to show why you are the right person for the job. Always limit your cover letter to one page.

Keep in Mind as You Write

There can often be nuances in how to approach constructing a cover letter for various industries. In addition, questions are often raised about which what types of experiences to include in a cover letter. While some may choose to highlight work experience, others will focus on their personal projects, or previous research, academic, or extracurricular experiences. It should sound enthusiastic, authentic, and confident. Here are some questions that should help you formulate your cover letter paragraphs:

Paragraph 1 *What is the purpose/ intention for writing this letter? Who are you?*

- State the company and position you are seeking, how you learned of the position, and why you are writing.
- Briefly state your qualifications (education, experience, skills, etc.) of which you will go into more detail in the next paragraph.
- *TIP: write in short, concise sentences*

Paragraph 2 *Why are you a strong candidate? How do your qualifications match up with the qualifications of the position? What skills or knowledge could you contribute?*

- Provide specific examples of your demonstrated skills or related experience.
- Focus on job-related skills, class projects, accomplishments, etc. in relation to the job
- *TIP: this section can be in paragraph or bulleted form*

Paragraph 3 *Why are you interested in this company? Why do you want to work for them? How can you contribute to the organization's goals and mission?*

- Show the employer that you've researched the company and know about their products, services, or endeavors.
- State how you can contribute to their goals and mission.

Paragraph 4 *What do you hope the next steps will be?*

- Make sure you include your phone number and email address in this final paragraph.
- Include a summary statement of your qualifications and interests.
- Be sure to thank the employer for their time and consideration.

Use the same header
as your resume

Rudy Redhawk

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May 8, 2019

Deborah Stanson
Director, Human Resources Department
1522 East Madison Street
Seattle, WA 98122

Avoid "To whom it may concern"

If you don't have a name, address
letter to a role like hiring manager,
recruiter, human resources
professional

Dear Ms. Stanson:

Please accept my resume and application for the Cash Services Representative position with BECU. I enjoyed speaking to Bob Holbrook, an employee in your company, at the Career Fair on February 20th at Seattle University, where I am finishing up my senior year as an accounting major. After careful review of the job description while speaking with Mr. Holbrook, I believe my skills in sales and account maintenance are ideally suited for this position.

Refer to skills and competencies
listed in the job description

I possess the following relevant experience and skills:

This is an
opportunity to
expand on (not
copy) bullet
points from
your resume

- Excellent customer service and sales skills developed while working for US Bank
- Three years experience balancing cash registers and reconciling cash receipts at Seattle University Bookstore
- One year of experience maintaining accounts, including accounts receivable/payable, daily sales, and expense reports for Hometown Grocer
- Proficiency with computers and several software packages including: MS Excel, Peachtree, Quicken

I have always appreciated BECU's focus on personalized, customer-focused financial services. I was also excited to learn that the company is very committed to benefitting the community which closely aligns with my personal values. I believe that my background in customer service and finance would help me be a strong asset to the BECU team.

I look forward to the opportunity to discuss my qualifications with you soon. I will contact you next week to follow up with any questions you might have. I can be reached at 206-296-6080. Thank you for your consideration.

Sincerely,

Rudy Redhawk.

Rudy Redhawk

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ABC Learning
777 Education Street
San Francisco, CA 94016

12 September 2018

To the hiring manager at ABC Learning,

Open with a personal
reason why you are
interested in the company

Growing up, I wanted to be a teacher. For my eighth birthday, I asked my parents to buy me whiteboard so that I could be like my teacher, standing in front of my make-believe class and teaching them whatever I wanted as part of my curriculum. Teaching and education has always been at the core of my interests, and it would be a dream to collaborate, driving the company vision of ABC Learning.

My experiences leading cross-functional teams, deploying software projects, gathering user needs, prioritizing various needs, and strategizing product opportunities have set me up to deliver excellent customer-centric products. My key accomplishments include:

- Defining strategies around tools used by 300+ customers to improve partner experience, reducing tech costs, modernizing tech stack, and simplifying product offerings
- Conducting partner interviews and releasing partner surveys to gather user needs
- Conducting gap analysis of tool functionalities against competitor tools to identify opportunities for growth
- Analyzing usage data to identify patterns and anomalies to address
- Prioritizing user stories into manageable sprints

I am a learner, graphic designer, IT support technician, and regional community leader passionate about connecting and empowering human beings around our world.

Education gaps exist in the world, and I believe the internet holds so much power to close such barriers. It would be an honor to be considered for the Associate Product Manager Rotational Program at ABC Learning.

If you have any questions, please reach out to me at (206) 296-6080 or rudyredhawk@seattleu.edu.

Close by tying your
personal interests back to
the company.

Best regards,

Rudy Redhawk