



UNM

Office of Career Services

Cover Letter Guide

Cover letters are simply marketing tools used to sell your skills, education, and how you can benefit the organization

Salutation:

Try to identify the person who has the power to hire you in that department or organization. Spell their name and title correctly.

- Dear Ms. Smith
- Dear Marketing Director
- Dear Human Resources Professional

First Paragraph:

This should consist of why you are sending this letter and the position you are applying for, including the position number, if in the position announcement. This can also be a letter of inquiry asking about the possibility of an opening. In this paragraph you should also mention the person who referred you to this position or how you heard about this position.

Example 1

“I am writing in response to the opportunity of graphic design artist listed in the Albuquerque Journal on January 1, 2013.”

Example 2

“Dr. Faulkner in the English Department suggested I write to you about my approach to reporting campus news that I used effectively working for the daily newspaper at The University of New Mexico. She thought my experience and coursework could be relevant to your organization within the editor position that was listed on UNMjobs.com.”

Second Paragraph:

Communicate the way in which your skills and experience can be of value to the employer. Present the most relevant information you want the employer to consider, even before she/he turns to your resume. This is the paragraph to peak the employer’s curiosity. Highlight special accomplishments and show your enthusiasm for the organization’s mission, but don’t merely repeat your resume. Explain how your qualifications and the company’s needs are a good match.

Example 1

“For a recent University of New Mexico campus-wide event, I designed advertising materials which resulted in a 50 percent increase in student turnout over the previous year. Through this experience and an internship with a public relations firm, I have developed skills which may be of value in your promotional campaigns.”

Example 2

“You will note from the enclosed resume that many of my co-curricular and work experiences involve the organization and promotion of events. I have had direct sales experience soliciting potential customers for Canopy Caterers and have been successful in managing employees in various capacities. Perhaps the most challenging and rewarding experience I have had to date was working with Congresswoman Lana Lobo and the organizing committee of the New Mexico Literacy Fiesta. I am confident that I have the sales and management skills required to be a contributing member of XYZ organization.”

Third Paragraph:

Wrap it up and let the employer know that you appreciate their time. Let them know how to reach you.

“I look forward to discussing my experience in greater detail with you. Thank you very much for taking the time to consider my resume. If you have any questions please feel free to contact me at (phone number) or at (email address).”

Quick Tips:

- Your cover letter should be no longer than one page.
- Address your letter to a specific person if at all possible.
- Tailor your letter to the requirement of the position and the employer’s needs.
- Know your reader and his/her organization.
- Your letter should be easy to read and printed neatly.
- Have other people proofread your letter.
- Free of spelling, punctuation, and grammatical errors.

Cover Letter Examples

Sample 1

Lobo Louie
601 Central Avenue
Albuquerque, NM 87131

August 20, 2013

Mr. James E. Hire, Human Resources Manager
The Right Company, Inc.
1601 Sunset Boulevard
San Diego, CA 92121

Dear Mr. Hire:

I am writing to announce my interest in the regional sales position (080912) currently posted on your website. As a recent graduate of the University of New Mexico with a Bachelor of Arts degree in History and a minor in Business Administration, I am confident that my education paired with my five years of retail sales experience would be beneficial to The Right Company, Inc. sales team.

I have five years experience working with a variety of customers in a fast paced retail environment. My product knowledge and excellent customer service skills resulted in more than a 75 percent increase in sales during the second quarter of 2013. In addition, I developed customer service skills through assisting students with resume writing while volunteering with UNM Career Services. Other work within the Albuquerque community has included active support of volunteer programs such as Hospice and Healthcare for the Homeless. Through research of your organization's mission, I understand the importance of community involvement and look forward to helping the community within the San Diego area.

I look forward to discussing my qualifications and how I might help your organization accomplish its goals. If you need to reach me you may call 505-277-2531. Thank you for your time and consideration and I look forward to talking with you.

Sincerely,

Lobo Louie

Sample 2

Jamie A. Lobo
601 Central Avenue
Albuquerque, NM 87131

August 20, 2013

Ms. Anne Jackson, Recruiter
Cherry Silver, Inc.
1001 Fantasy Boulevard
Albuquerque, NM 88003

Dear Ms. Jackson:

This semester I am a junior at The University of New Mexico, working towards my Bachelor of Business Administration degree focusing on marketing. I am seeking an internship for summer 2014 and while researching opportunities in the field of marketing and public relations, I found that your business works with local advertising agencies outreaching to the community. I am writing to inquire about possible internship opportunities with Cherry Silver, Inc.

As the enclosed resume indicates, I have participated in a marketing research project through the University in which we collected and analyzed data from a local Albuquerque based company to determine the success of exporting goods to another country. This involved interaction with vendors and employees on a weekly basis, review of financial records, and preparation of marketing tools to infiltrate the sale of merchandise overseas. The employer was so impressed with our results and marketing tools that he has taken measures to initiate exporting by the end of the 2013 calendar year. In addition to marketing research experience, I have acquired technical skills from working in computer labs on the University campus assisting an average of 20 students per day with systems software, including Microsoft Word, Excel, PowerPoint and Publisher.

I look forward to meeting with you to further discuss how my education and work experience would be beneficial to Cherry Silver, Inc. If you need to reach me you may call 505-277-2531 or email me at careersers@unm.edu. Thank you for your time and consideration.

Sincerely,

Jamie A. Lobo