

Muhlenberg

Cover Letter Guide

Muhlenberg College Career Center

Lower Level, Seegers Student Union
484-664-3170
careers@muhlenberg.edu
www.muhlenberg.edu/careercenter

Hours of Operation
Monday - Friday: 8:30 a.m. - 5:00 p.m.

A cover letter is a document sent with your resume to provide additional information on your skills and experience. The letter typically provides detailed information on why you are qualified for this particular position and typically accompanies each resume you send out.

What a Good Cover Letter Does

- Tells how you learned about the position.
- **Convinces** the reader from your examples to invite you for an interview.
- Reflects your attitude, personality, motivation and communication skills.

A good cover letter specifically explains how you learned about the position or organization. It is appropriate to mention the name of someone who suggested you apply. The employer wants to know how and where you learned about the company or job.

The letter convinces the reader to invite you for an interview. It will usually be seen before your resume and is your first impression. Pay attention to qualifications in the job description and target your document.

It provides or refers to any information which is specifically requested in the job description which might not be covered in detail on your resume.

You should address each cover letter to a specific person. If you are not sure of the addressee's gender use their full name: Dear Taylor Smith, rather than Mr. or Ms. Smith.

P aragraph one sets the stage for the reader. State why you are writing and how you learned about the position and follow up with a positive succinct statement about your qualifications.

Paragraph two describes why you are interested in the employer and position. Avoid frequent use of personal pronouns (e.g. I, me, mine), especially at the beginning of paragraphs.

Mention specific qualifications that make you a good fit for the employer's needs. Do not restate full sections of your resume. This is an opportunity to explain relevant items on your resume in more detail. Describe how you have used important skills in at least one specific project or accomplishment. An example will indicate the type of work you will perform in the future.

Paragraph three showcases your knowledge of the employer and should indicate that you would like the opportunity to discuss your qualifications further.

Where to Start

- Look to see if contact information is listed to address your document properly.
- What are two or three areas of strength listed within the job description?
- Write down paragraph-length examples and tie them to the position.
- Explore the company website or LinkedIn company page for recent news.

Example 1

Your Address

Companies Address

Month Day, 20xx

Dear Title of Person or Dear Talent Acquisition:

The Financial Consultant position at AXA Advisors immediately piqued my interest. I discovered this position within the Muhlenberg College job and internship database and I know that my experience collaborating with others to accomplish tasks in an orderly and timely manner will make me an ideal candidate for this position. My economics and mathematics majors have prepared me for sales and financial services by developing my strategic, quantitative and organizational skills.

Through my work as a Finance Intern at Mercer Bucks Orthopaedics, I was able to gain crucial insight into the analytics of financial analysis and the importance of accuracy and detail. As a Finance Intern, I was responsible for daily and monthly cash statements in addition to weekly compilations of financial information, analyses and projections. With this data, I presented my findings to managerial, financial and operational staff. During my second summer as an intern, I completed a substantial amount of research to build an extensive 115-page business plan for an in-house billing model utilizing Intergy EHR software. The business plan received unanimous approval from the Board of Advisors and was successfully implemented and has increased overall practice revenue. Furthermore, my experience in financial research, quantitative accuracy and adherence to processing procedures has prepared me with the innovative tools to be a successful Financial Consultant at AXA Advisors.

Additionally, I have substantial experience in leadership positions through working as a Career Assistant in the Muhlenberg College Career Center. As a Career Assistant, I hold weekly office hours available to Muhlenberg students to revise and critique resumes and cover letters as well as help to research various internship opportunities for students. I am accountable for compiling and completing accurate weekly Excel reports incorporating office data, LinkedIn analysis and alumni tracking, in addition to maintaining the office's website.

My interpersonal and analytical skills, my previous leadership experience, and my ability to proactively and efficiently fulfill obligations would be true assets to AXA Advisors. I look forward to speaking with you in further detail about my qualifications. Thank you for taking the time to review my information. I can be reached at suzannaberry@muhlenberg.edu or 111-111-1111.

Sincerely,

Your Name

Example 2

Your Address

Companies Address

Month Day, 20xx

Dear Title of Person or Dear Talent Acquisition:

Upon my graduation from Muhlenberg College in May 2017 with a Bachelor's degree in psychology, I hope to become a part of a program such as New Beginnings, working with at-risk youth. I was excited to see the Program Leader position posted on your organization's website. With my relevant academic background, internship experience and campus leadership I know I can be a valuable asset to your organization.

Having begun my college career as a pre-med student, I have a solid background in chemistry and physiology. My academic move to psychology built upon this base. Through my Clinical Counseling Internship at Valley Youth House which concentrated in Child Mentoring, I designed a variety of programs that engaged at-risk youth. One particular program that demonstrates my ability was Valley Youth House's Life Skills which is part of the Child Mentoring Program (CMP). I assisted in the creation of life skills programs for youth ages 2-21 with a mental health diagnosis to help them better function and thrive on a day to day basis. Activities included things such as cooking, interviewing/disclosure when applying to jobs and financial literacy.

My initiative and drive have also been demonstrated throughout my time at Muhlenberg College through my involvement in organizations such as Muhlenberg's Cross Country Team. As a collegiate endurance athlete I balanced a rigorous academic course load, achieving Dean's List every semester with training and competed approximately 15-20 hours per week in season. I balanced 15-20 hours of training and competition per week during season along with my rigorous academic courseload and achieved deans list ever semester. I also organized senior leaders on the team to put together a 5k community fundraiser race for the American Cancer Society which involved working with the local municipality, college staff and outside sponsors. As a result we had over 300 attendees, raised \$20,000 dollars, and received recognition in local and regional newspapers and TV.

New Beginnings mission to enrich the lives of at-risk youth connects with the core of who I am and the education and experiences I've pursued. I know I can immediately make a positive impact. I look forward to speaking further about my qualifications. I can be reached at 484-123-4567 or tsmith@gmail.com. Thank you very much for taking the time to consider me for this opportunity and I hope to hear from you soon.

Warm Regards,

Your Name

Example 3

Your Address

Companies Address

Month Day, 20xx

Dear Title of Person or Dear Talent Acquisition:

As a Business Administration major and Mathematics and Economics minor at Muhlenberg College I have engaged in and been exposed to supply chain issues, analysis of statistical data, operations management, the role of marketing in creating relationships and implementing marketing strategies to create value and competitive advantage. I have also gained experience in the marketing field as well as the sports industry through related internships at Points Group LLC and in the Muhlenberg College Athletic Department. I will use my knowledge and experiences as well as my computer skills in Salesforce, SharpSpring, SPSS, Word, PowerPoint, Excel and Social Media to join (company) as a/an (position).

As an Account Management and Media Buy intern at Points Group LLC, I was able to gain insight into the analytics and strategy of marketing analysis as well as the importance of managing marketing software platforms in order to develop and maintain potential clients. I was entrusted with the responsibility of learning the company's SharpSpring and Salesforce system and then handing that knowledge to a permanent employee who would take over managing the software. I also developed a media buy budget plan which includes the medium, run dates, material's due date, frequency, and total investment. This involved researching the target market and strategizing potential advertising platforms in order to maximize return on investment.

I have valuable experience in marketing research through a course project as well as an in-progress semester-long independent research project concentrating on specific developing questions. The first part of the course project involved computing data in SPSS and calculating index values in Excel. This descriptive study of alumni giving and other relevant variables was done across seven different academic majors. Analysis between males and females was done in order to identify significant patterns and trends as well as gender differences. My portion of this course project also studied the data and numerical trends thoroughly as a basis for interpretation and recommendations.

An excitement towards learning, leadership experiences on the field, related internship experiences and academic achievement will allow me to be a successful (positon) at (company). For more information feel free to contact me by e-mail at xxxxxxxx@muhlenberg.edu or by phone at 111-111-1111. I look forward to speaking with you in further detail about my qualifications. Thank you for taking the time to review my information.

Sincerely,

Your Name



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