

Cover Letter Writing



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Topics...

- **Why** use a cover letter?
- **Anatomy** of a cover letter
- **When** to use a CL
- CL attachment **VS.** Email message



Dual purpose of cover letters...

CL

1. introduce you to prospective employer
2. motivate employer to read your resume
3. Be substantive but *not* exhaustive



When to use a cover letter...

CL

- If specified by employer
- For any career related opportunity, including internships
- If CL will give you an extra advantage



When *not* to use a CL...

CL

- If prospective employer clearly indicates resume only
- Jobs using a CL will make you seem arrogant (usually these are non-career / major jobs)
- If CL offers absolutely no advantage (ie., online applications)

Resume header (contact info)

CL

Date

Employer Contact Information

Name Title Company Address City, State, Zip Code

Salutation

Dear Mr./Ms. Last Name/Dear Hiring Manager, Recruiter,
Sir or Madam/To Whom It May Concern:

First Paragraph

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for and where you found the job listing.



Middle Paragraph(s)

This section should highlight how what you are currently doing pertains to the position/field you are applying for. **Emphasize abilities/skills/interests that the employer is seeking.** Give just enough information that will make the reader want to read your resume.

You can add another paragraph that builds on the one above. Keep it brief though. You can use bullets in these middle paragraphs, for emphasis.

Final Paragraph

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up. (Invite the employer to call you for an interview).

Complimentary Close

Respectfully yours,

Signature

Handwritten Signature (for a mailed letter)

Typed Signature

Known & Unknown Recipient

CL

- ▶ When you know who to address it to:
 - ▶ Dear Mr/MS Jones

- ▶ When you do **not** know who to address it to:
 - ▶ To Whom It May Concern:
 - ▶ Dear Hiring Manager:
 - ▶ Dear Sir or Madam:
 - ▶ Dear Hiring Committee:
 - ▶ Dear Human Resources Director:

Customize your CV

CL

- If the job description *emphasizes*: **working independently** & knowledge of **spreadsheets**
Your CVL should *emphasize those things* as well. Do not emphasize teamwork and communication skills.
- Emphasizing = mentioning before other skills using text modifiers (bullets, italics) specific examples slightly more detailed explanations

1st Paragraph:

- The first paragraph of your letter:
 - The **position** you are applying to
 - Where you **found** the job listing



Example- 1st paragraph:

Please consider me for the position of Children's Health Services Coordinator, for Jamaica Hospital. I was informed of this opportunity by a professor at my alma mater, York College-CUNY, where I recently completed a Bachelor of Science in Community Health Education.



Middle Paragraph(s):

One paragraph...brief descriptions...insert a 2nd paragraph if you need to expand:

- What you are **currently** doing that **pertains** to the **position/field** you are **applying to**.
- **Emphasize** abilities/skills/interests that the **employer is seeking**.

Example- middle paragraphs:

CL

My current academic training has given me hands-on knowledge of best practices within the healthcare industry. Also, I have acquired real-life experience dealing with children through my internship in the Pediatrics Department in Queens Hospital. Some of my abilities that may be of interest to you are:

- ▶ Experience with private and government insurance carriers
- ▶ Knowledge of CH100 software
- ▶ Interfacing with medical staff, patients, and legal guardians in high pressure situations



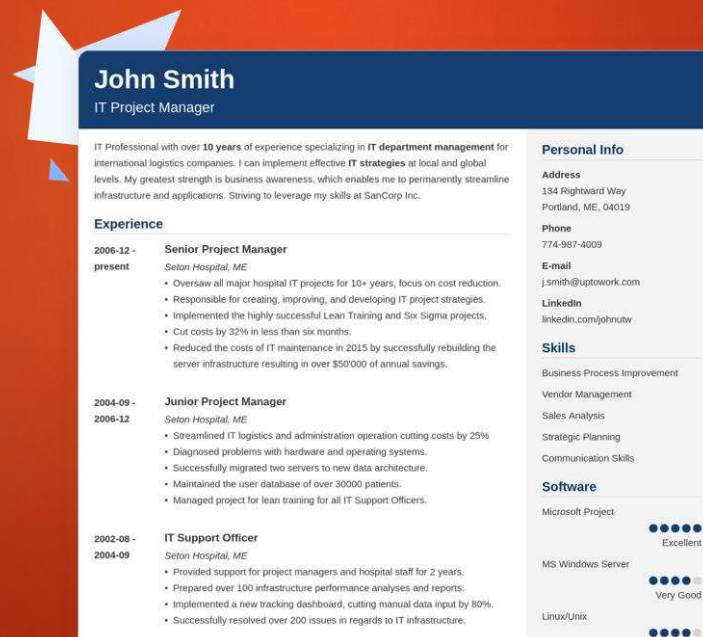
Final Paragraph:

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up. (Invite the employer to call you for an interview).



Example- final paragraph:

Enclosed is my resume for your review. I welcome the opportunity to personally discuss with you, how my skills and strengths can best serve others.



John Smith
IT Project Manager

IT Professional with over **10 years** of experience specializing in **IT department management** for international logistics companies. I can implement effective **IT strategies** at local and global levels. My greatest strength is business awareness, which enables me to permanently streamline infrastructure and applications. Striving to leverage my skills at SanCorp Inc.

Experience

2006-12 - present **Senior Project Manager**
Seton Hospital, ME

- Oversaw all major hospital IT projects for 10+ years, focus on cost reduction.
- Responsible for creating, improving, and developing IT project strategies.
- Implemented the highly successful Lean Training and Six Sigma projects.
- Cut costs by 32% in less than six months.
- Reduced the costs of IT maintenance in 2015 by successfully rebuilding the server infrastructure resulting in over \$50'000 of annual savings.

2004-09 - 2006-12 **Junior Project Manager**
Seton Hospital, ME

- Streamlined IT logistics and administration operation cutting costs by 25%
- Diagnosed problems with hardware and operating systems.
- Successfully migrated two servers to new data architecture.
- Maintained the user database of over 30000 patients.
- Managed project for lean training for all IT Support Officers.

2002-08 - 2004-09 **IT Support Officer**
Seton Hospital, ME

- Provided support for project managers and hospital staff for 2 years.
- Prepared over 100 infrastructure performance analyses and reports.
- Implemented a new tracking dashboard, cutting manual data input by 80%.
- Successfully resolved over 200 issues in regards to IT infrastructure.

Personal Info

Address
134 Rightward Way
Portland, ME, 04019

Phone
774-987-4009

E-mail
j.smith@uptowork.com

Linkedin
linkedin.com/johnutw

Skills

Business Process Improvement

Vendor Management

Sales Analysis

Strategic Planning

Communication Skills

Software

Microsoft Project ●●●●●
Excellent

MS Windows Server ●●●●○
Very Good

Linux/Unix ●●●●○



Celine Edwards

Jamaica, NY 11451

(347) 555-1212

cedwards@gmail.com

Notice how the whole letter is customized to the "Children's Health Services Coordinator" title

June 18, 2021

Dear Health Services Coordinator:

I am applying for the position of Children's Health Services Coordinator, for Jamaica Hospital. I was informed of this opportunity by a professor at my alma mater (York College, CUNY), where I recently completed a Bachelor of Science in Community Health Education.

My current academic training has given hands-on knowledge of best practices within the healthcare industry and I have also acquired real-life experience dealing with children through my internship in the pediatrics department in Queens Hospital. Some of my abilities that may be of interest to you are:

- ▶ experience with private and government insurance carriers
- ▶ knowledge of CH100 software
- ▶ interfacing with medical staff, patients, and legal guardians in high pressure situations

Enclosed is my resume for your review. I will attempt to contact you within a week in order to set up an interview. Thank you for considering me for this position.

Sincerely,

Celine Edwards



Cover Letter Vs. Email Message

CL

- Never send blank email message
- If employer specifies CL as attachment:
 - Include a *very brief* message in email *anyway*
- If employer does not specify a CL:
 - Email message should be the cover letter sans the resume heading
- If in doubt, send a cover letter attachment

Thank You

CL

- **ALWAYS** send a “thank you” letter
 - Within 7 days of last activity (interview, resume submission, etc.)
 - Keep it simple, make it brief
- “Thank You’s” have made a difference in hiring. Really.
- ▶ You list “attention to detail” as a quality? A “thank you” will prove it
- ▶ Customer service positions
- ▶ Gratitude can go a long way



Happy Job hunting!



Up & coming economic regions of the world in

- Africa / Asia / Europe / Latin America
- Polish your English-speaking skills
- Learn a global language
- Amplify your technical skills
- Do not be afraid of change