



# CRAFTING YOUR COVER LETTER

## Pre-Writing

- Review the job description:** What are the key words or phrases? What kind of applicant are they seeking? What are the requirements? What are the main functions of the position?
- Gather your materials:** Locate the job description, an updated copy of your resume, and complete some **company research**.

## Writing (PAGE SET UP)

- Margins between 0.5" and 1"
- Font size: 10 - 12 pt
- Spacing: Single, spaces between paragraphs
- ONE** page

## Tips

- Use strong verbs and adjectives.
- Target your letter to the employer and the job description.
- The letter is about the employer's needs, not just a list of your achievements.

## Cover Letter Formula

- Header with name and contact information: copy and paste from your resume.
- Address block for employer
- Date
- Paragraph 1: Introduction
- Paragraphs 2 and 3: Your skills and how they connect to the position
- Paragraph 4: Conclusion
- Salutation
- Signature

## Try it!

**Start paragraphs #2 and #3!**

**What skills do you have that would benefit the position? Why are you a good fit for this position?**

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**BETTY SMITH**

4080 Midlands Rd., Kent, OH 44242  
(330) 555-5555 \* bsmith@kent.edu

Alison Jones  
HR Director, National Zoo  
155 Connecticut Ave.  
Washington, D.C. 12345

October 29, 2015

Dear Ms. Jones:

Please accept this letter and accompanying resume for your **Communications and Marketing Coordinator** posting. I am confident that my strong academic background in Marketing, as well as my previous experience at the Cleveland Zoo has provided me with solid skills that will make me a valuable asset to your team. I am a life-long visitor to the National Zoo and am a firm believer in the educational and cultural value of the National Zoo. My interest in the Zoo's mission and activities inspired me to seek full-time opportunities within it.

My work as a social media intern at the Cleveland Zoo has enhanced my ability to communicate with the public. I oversaw the daily social media outreach using Facebook, Twitter, and Pinterest. I created videos of our animals and developed the accompanying background stories to connect patrons with our animals. As a result, our Facebook "likes" and Twitter followers both increased by 10%. I enjoyed using my communication skills to share the Zoo's current events with the broader community.

Additionally, as a member of the field hockey team at Kent State University, I have developed the leadership, teamwork, and communication skills that are necessary for this position. As a scholar athlete, I have also developed the time-management and organizational skills that are essential for this position that requires multi-tasking and meeting strict deadlines. I would very much enjoy utilizing these skills to support the National Zoo's mission.

I'd like to meet with you to discuss how I can help support the National Zoo's communications and marketing team and contribute to its goals. I look forward to hearing from you and will follow up this letter with a call within the first two weeks of November. Thank you in advance for your time and consideration.

Sincerely,

Betty Smith