

Cover Letters

Career & Internship Services

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UNIVERSITY OF MINNESOTA

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Cover Letter Outline

Your full address
City, State Zip

Tip: You could also replace these two lines with the full header from your resume.

Today's Date

Name of Employer
Title of Employer
Organization name
Full Address

Dear Mr./Ms. _____: (Call ahead to ask for a specific person to address the letter to.)

Introductory Paragraph Should Include:

- The job you are applying for and how you heard about the position.
- Why you want to work for this organization specifically and how it fits your career goals.
- Names of people you've talked to from the organization (if applicable).
- Brief statement of key traits or qualifications (no more than 3) that make you ideal for the position.

Second/Third Paragraph(s) Should Include:

- Two or three skills that make you an ideal candidate for this position's required qualifications.
- An explanation of how you have developed each skill through past experiences.

Tip: Do not reiterate the entire resume or include too many skills!

Closing Paragraph Should Include:

- Summarize why you will be an asset to their organization.
- Indicate you will be calling to follow up in a certain amount of time, if you have their contact information.
- Re-state your interest in the position and your desire for an interview.
- Thank them for their time and consideration.

Sincerely,

Your signature or electronic signature

Your full name typed

Cover Letter Sample

1315 Cool Place
Saint Paul, MN 55108

October 18, 2016

Ms. Wilma Hire
Human Resource Manager
ABC Corporation
15000 Great Job Road
St. Paul, MN 55117

Dear Ms. Hire,

Thank you so much for taking the time to talk to me about the Marketing Internship at ABC Corporation at the career fair yesterday. I really enjoyed hearing about the fast growth and the vibrant atmosphere at ABC, as those characteristics fit well with what I am looking for in a company. Please accept this cover letter and resume for application to the Marketing Internship which aligns well with my long term goal of a career in marketing. I believe the combination of my education, previous marketing experience and computer skills make me an ideal candidate for the position.

In May of 2018 I will receive my Bachelor of Science degree in Applied Economics with an emphasis in Marketing. In addition to my marketing-focused education, I have enhanced my marketing skills through my role as a Community Advisor. In this position, I work over 30 hours per week designing, marketing and promoting weekly activities and programs for the 100 residents of my residence hall. Our marketing strategy includes posters, table tents, e-mail reminders and various other promotional tools.

The recent product launch at ABC Corporation makes it a very exciting time for the marketing department in your company. My interest in better utilizing technology as a marketing tool fits well with your departmental goals, and my coursework and experience with emerging technologies could be an asset to your organization.

I believe that I could contribute to your organization's marketing goals with my promotions and marketing background and my computer skills. I will contact you within a week to ensure you have received all the necessary materials and to discuss next steps. Please feel free to contact me at 651-222-3333 or via e-mail at anita@umn.edu if you would like further information. Thank you for your consideration.

Sincerely,



Anita Future

Top 5 Cover Letter Mistakes Reported by Employers (U of M Employer Survey 2016):

1. Failure to proofread/errors
2. Not tailored to the specific organization/description
3. Poor Grammar
4. Failure to highlight related skills
5. Not submitting a cover letter

The 2 most important things employers want in a cover letter:

1. Why you're interested in their organization.
2. Skills developed through past experiences.