

FOSTER CAREER SERVICES: COVER LETTER QUICK GUIDE

WHAT ARE COVER LETTERS?

Cover letter allows students to go into more detail about your professional career and explain why you are a good fit for the role or company. It is a great way to elaborate on your strengths in your resume and communicate to the employer that you are interested in their company and have something valuable to contribute. Moreover, it allows employers to get to know you on a more personal level and convey more of your personality, skill, and experience through the story you share with them.

KEY POINTS:

- Do not use text language or shorthand (4 me, U r great, btw).
- Don't focus on what the job can do for you, instead focus on what you can contribute to the company.
- Include specific keywords (skillsets/important numbers) and bold them in the cover letter.
- Do research of the company and the position. Make sure to share stories that help the reader know that you are right for the position.
- Unless told directly by the contact, do not use the contact's first name, always address the person as (Mr., Mrs., Ms., Professor, Doctor).
- Always double check correspondence. Misspellings or missed punctuation may give the perception that the work you produce would be careless.
- If you are declining an offer, speak to your lead contact over phone before sending correspondence via e-mail. A phone call shows you are professional and being considerate of their time and effort in recruiting you.
- When interviewing with multiple people, be sure to send each interviewer an individualized thank you email and note. If you are not able to obtain every persons' contact information, send correspondence to your main contact and let them know you were unable to find contact information for the others. You can ask your lead contact to relay the thank you message.
- When sending email correspondence, use an appropriate email address (john@gmail.com instead of partyanimal@gmail.com).
- Send thank you emails within 24 hours of your meeting.
- When sending LinkedIn requests make invitations personalized for each contact.
- If you are not offered the position/internship, be sure to send a thank you email expressing your appreciation for their time.

MODEL OF A COVER LETTER

Your address (SAME HEADING AS ON YOUR RESUME-THIS CAN BE
CENTERED AT THE TOP) City, ST Zip Date

Name of Contact Person
Title
Organization
Street address
City, ST Zip

Dear (contact person),

Opening Paragraph: State the reason you are writing and to what position you are applying. Use a strong opening sentence(s) to make the reader want to continue reading. Include how you heard about the position and the name of the person (if any) who referred you to the job or the organization.

Body Paragraph: Choose the most relevant information for the position in this section. Convince the reader of your skills, identify past accomplishments and highlight previous experiences. State the skills/strengths you will bring to the job and that parallel those needed to fill the position. You can choose to do this by using a block paragraph style or by using bullet points.

The body paragraphs are also a chance to briefly explain parts of your resume, such as a career/industry change or geographical moves. If there is nothing to explain, you can also comment on your knowledge of the company (their products, services, or special projects) and why you are interested in working for them. Keep in mind that a cover letter is used to show how you can bring value to a company, as oppose to how that company will help you move along in your career.

Closing Paragraph: Ask for an interview or an opportunity to meet in person. You could also tell the person you plan to call on a designated date to follow up or that you are available to meet at his/her convenience. Make it easy for them to contact you by listing your phone number here, as well as times you can best be reached.

Sincerely, (Respectfully, etc.)

(sign your name)

Your Name Typed

John Student

Email@gmail.com • Phone Number • Customized LinkedIn URL

July 29th, 2022

Amazon
440 Terry Ave N, Seattle, WA 98109
Seattle, Washington 98109 USA

Dear Ms. Berk,

I am writing to express my interest in working for Amazon as a full-time Financial Analyst. I am currently a senior at the Michael G. Foster School of Business at the University of Washington pursuing a double concentration in Finance and Information Systems. With my strong financial academic background and 3 years of experience in budget development and management, forecasting and planning, and business leadership, I will help add value to the team. Each of these qualities is reflected in my prior experiences and academic achievements:

- **Budget Development and Management:** In my past summer internship, with a team of 5, I coordinated restructuring and consolidation of financial departments of 6 radio stations in 5 different markets without generating additional costs.
- **Forecasting and Planning:** As the Vice President of Finance in UWFA (University of Washington Finance Association), I initiated and directed numerous changes in accounting procedures to facilitate the client's company transition to new technologies and assisted technical department in implementing computer system to automate processes.
- **Business Leadership:** In BIG (Business Impact Group) consulting projects, I demonstrated the ability to build successful teams and collaborate effectively with various clients to implement new technologies and procedures and achieve overall goals. As the project manager in 4 consulting projects, I was proven track record of responsibility, integrity, and commitment to company objectives, with serious focus on providing quality, cost-effective business and accounting solutions.

I look forward to the opportunity to discuss my background with you further. Thank you for your time and consideration.

Best regards,

John Student

Anna Student

Email@gmail.com • Phone Number • Customized LinkedIn URL

July 29th, 2022

Smartsheet
500 108th Ave NE #200
Bellevue, Washington 98004 USA

Dear Mr. Zhang,

I am writing to apply for the position of Marketing Project Manager at Smartsheet. I am currently a senior at the Michael G. Foster School of Business at the University of Washington pursuing a double concentration in Marketing and Entrepreneurship. From attending the Foster Networking event, I had the opportunity to talk with the recruiter and learned about the amazing DEI initiatives and culture at Smartsheet. I have been working part-time as a project manager since 2020 and understand both the technical and creative side of marketing. I would love to add value to the team and grow at Smartsheet.

As a current Project Manager in UWCA (University of Washington Consulting Association), I worked with a team of 6 consultants and developed successful ad campaigns for local businesses in the greater Seattle area. My innovative marketing strategies and team management skills helped bring \$9K in average monthly sales to our client, exceeding their projections by nearly 60%. This led to positive word of mouth amongst the entrepreneur community, and the company acquired 5 new accounts in the month following the campaign.

For the creative side of marketing, I have been responsible for print, television, radio, digital, and direct mailing advertisements at UW. My team and I developed a variety of campaigns across all outreach platforms. On the technical side, I have 2 years of experience optimizing websites and articles for SE and managing social marketing campaigns and paid search.

With my experience and background implementing profitable marketing tactics, leading design and technical marketing teams, and a desire to learn, I am certain I would prove to be a worthy addition to the team at Smartsheet. I look forward to the opportunity to discuss my background with you further. Thank you for your time and consideration.

All the best,

Anna Student