Cover Letter Essentials

The cover letter introduces you to potential employers and demonstrates how your strengths match the position.

Your cover letter should be focused on the needs of the organization needs, not your own, and should always accompany a resume. A cover letter is an important marketing tool.

Modify and tailor your letter for each position!

Cover Letter Tips
- Tailor the letter for each job
- Meet the employer’s needs
- Clear concise language
- Consistent format

- Do not use a template
- 1 page - 8.5” x 11”
- White paper (avoid colors)
- .5” to 1” margins all around
- Use the same header (contact information) as the resume

- Don’t start every sentence with “I”
- Address the name of the person directly (Ms. Smith, Dr. Jones)
- Follow a standard business letter format
- Short sentences

Opening Paragraph

The opening paragraph addresses the question why them. Describe how you found the position and what you are applying for. If someone referred you, this is the place to mention their name. Highlight why you are applying to this company, and specifically why you are interested in them. You can introduce yourself in this paragraph or the next. End the paragraph with your thesis sentence: this is the top two or three reasons you’re interested or qualified for the position.

Middle Paragraph(s)

Here is your chance to expand on your thesis sentence, with concrete examples demonstrating your skills and experience. Highlight your knowledge of the company indicating how your experiences will fit with their needs. Address any specific qualifications in the job description. The middle paragraphs answer the question why you. Review the job posting to incorporate the industry language and action verbs in the description.

Closing Paragraph

This can be a simple paragraph, reiterating your interest in the position and thanking the employer for taking the time to read your cover letter. Be sure to indicate how or when the employer can reach you.

Tailor Your Cover Letter

Review the job description for the action verbs and industry language in the posting.

Incorporate the appropriate industry language and action verbs into your cover letter to demonstrate fit.

Cover Letter Review:

Have your cover letter reviewed for content and grammar. Do not send a letter without having someone review it!
April 6, 20xx
Dear Ms. Backhaus:

Often described as an outgoing and organized student, I am enthusiastic about the Sales Summer Internship position I found on the University of Colorado Boulder’s Career Services website. I am currently a sophomore at the University of Colorado Boulder, studying Psychology and have completed several courses in human behavior. My ability to understand people and communicate effectively with them will allow me to build relationships in retail management and sales. Additionally, my interests also align with WhiteWave Foods’ mission to serve the greater good. I can proudly say that Silk is THE soymilk I drink!

With an eye for detail and creativity, I am excited to learn more about product placement and merchandising of your products. I have a long-standing interest in marketing, and would be thrilled to gain experience with trade management methods that determine the most effective ways to advertise your brand. I thoroughly enjoy building relationships with others, and often take an informal lead in group projects with my peers. They look to me for my motivational leadership skills, responsible work ethic, and communication skills.

I look forward to the opportunity to speak with you to discuss the next steps for the WhiteWave Sales Summer Internship. Please contact me with any questions at phone number. Thank you for your time and consideration.

I look forward to hearing from you.
Sincerely,
Name
April 6, 2013

Dear Ms. Smith,

I am writing to apply for the Human Resources Internship. I believe that my unique strengths will combine well with this position.

My ability to focus on the task at hand has resulted in my 3.7 GPA maintained while working full time during school. This attention to detail will be a good fit filing and working with important HR records. Additionally I have experience as a 'go getter' gained during my time as peer academic advisor. I began a new project to create a more understandable intake form within my first two weeks on the job. I'm excited to be able to utilize my ability to understand peoples’ unique needs and get them started with their next steps. In HR, I understand the importance of taking time with each person and their individual needs and helping them move forward.

I would love to discuss with you further how my experiences and talents will fit with your culture and positions. Fell free to contact me at phone number.

I look forward to speaking with you,

Chip
As a **Process Engineer at Cree**, you will have the opportunity to become a technical **leader** of an engineering team responsible for **high-volume manufacturing** of a broad range of **nitride based LED** products. Your role will involve **maintaining** and **improving** production equipment and their associated **LED manufacturing processes**. You will be out on our **clean-room** manufacturing floor about 80% of your day, working **hands-on** with our equipment alongside other engineers and scientists.

You will have the chance to **mentor**, **coach** and **train** manufacturing technicians, while **driving yield** and **process improvements** projects across the tools that you own. You will have 24x7 process ownership of these tools and be **responsible** and **accountable** for their performance. Every day, you will be making key decisions on what to improve based on thorough and timely **data analysis**. Use of **designed experimentation** will be very critical in helping you identify and eliminate **yield limiters**.

**Requirements:**
- BS degree in Materials Science, Chemical Engineering, Electrical Engineering, or Physical Sciences
- Excellent **communication** and **interpersonal skills**
- "Whatever it takes" attitude

**Preferences:**
- Hands-on semiconductor related coursework and/or lab work

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Dear Mr. Edison:

Thank you for taking the time to speak with me yesterday at the CU-Boulder Career Fair. After hearing more about the **Process Engineering** position at Cree, I am very interested in joining your **team**. I will complete my B.S. in **Chemical Engineering**, with a specialization in **materials** this May. My **engineering experience** and my **teamwork** and **leadership skills** would make me an excellent **fit** for this position.

I have developed and applied my engineering skills in a variety of contexts. As a **converting intern** at Schreiber Foods, I worked alongside 20 **floor operators** and assisted the **process engineer**, implementing new technologies and **employed experiments** to find the specific heat of processed cheese. This internship gave me a wide-range of **hands-on** experience on the **manufacturing floor**, and **ignited** my interest in **process engineering**. In addition, my coursework and projects in materials allowed me to study a wide range of **manufacturing processes including designing experiments to improve** manufacturing processes. Additionally, as the conference chair for the AIChe Rocky Mountain Conference, I **managed** a team of 10 in planning and fundraising. I will bring this **drive** and my **leadership skills** to your **manufacturing floor**.

Please contact me with any additional questions at **phone number**. I look forward to speaking with you more about the great opportunity to join your team at Cree. Thank you for your time and consideration.

I look forward to hearing from you.

Sincerely,

Name