

How to Write an Effective Cover Letter and Resume

Why write a cover letter?

It invites the reader to look at your resume and explains why you are a good match for the job. A good cover letter makes the hiring manager want to learn more about you by reading your resume and inviting you for an interview.

It will tell the hiring manager:

- Why you want a job working at this company.
- Your skills and abilities are a good fit for the job.
- You are enthusiastic and have a good attitude/work ethic.
- You are able to express your ideas in writing.
- Shows your grammar/spelling ability and attention to detail, i.e., typos. If you have careless errors in your cover letter and/or resume – will the work you do be any different?
- Shows your analytical skills by your ability to research the company, and the specific needs of this position.

If you won't make the effort to tell the hiring manager why you're the right candidate for this position and how you will bring value to the company, you're saying that you don't put 100 percent effort into your work.

Helpful Hints!

Read the ad, and then ask yourself:

- Is this a job I want?
- Is this a company where I want to work?
- Am I qualified?
- Am I missing a qualification, but can effectively address it in my cover letter?
- What key words are they using that I want to use in my cover letter and/or resume?

Now that you have the answers to those questions, write your cover letter to create a unity between the job ad, your resume and the cover letter. Use the sample ad, resume, and cover letter in this package as a guide.

***You are marketing the most important product ever – YOU.
Do it with conviction and enthusiasm!***

Sample Job Posting

Title: Marketing Assistant

Job Ref.: 29903MG

Job Type: Regular Full Time

We are an international media company with market-leading businesses in education, business information and consumer publishing. Our education business represents about two-thirds of the company, and our publishing activities make up the balance. With more than 30,000 employees based in 60 countries, we are a family of businesses that draws on common assets, processes and shares a common purpose: to help our customers live and learn.

Position Responsibilities:

- Assist with the development of sales tools and promotional materials.
- Maintain daily contact and support of field representatives.
- Provide administrative support by maintaining an organized office, responding to various internal and external requests, preparing mailings and other clerical/administrative tasks as required.
- Oversee and update entries to customer databases and on-line sales tools.
- Coordinate convention details, including scheduling and generating book lists and promotional materials.
- Act as a liaison for marketing manager; answer questions from editors, authors, representatives, customers and other divisional people.
- Assist in the preparation of marketing plans, advertising materials, and the national sales meetings and other events as needed.

Requirements

- College degree or equivalent work experience preferred.
- Knowledge of Word, Excel, and database packages preferred.
- Knowledge of Quark, Photoshop, and Camtasia is a plus.
- Excellent organizational and communication skills needed to juggle changing priorities.
- Demonstrated ability to work collaboratively but able to handle independent projects as needed.

Use same font style throughout. Font size should be 12 (14 is fine for your name), but never smaller than 11.

Name, address, phone, email (be sure your email is professional).

Janice Lawson

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Resume objectives don't help and may hurt. Many employers see them as outdated. Your resume is meant to show your experience, skills, and accomplishments. If you want to talk about how this particular position is the perfect next step in your career use the cover letter for that.

Education

University of Nevada, Las Vegas – Las Vegas, NV Expected Graduation - May 2014
Bachelor of Science in Business Administration, Marketing GPA: 3.5

Responsibilities and accomplishments - use action verbs and the same tense (present tense for current jobs past tense otherwise).

Mention GPA if above 3.0

Professional Experience

Marketing Intern

Gherkin Publishers, Las Vegas, NV

June 2011 - Present

- Create package insert program for new product
- Assist creative services in the design of new package insert materials
- Network directly with advertisers - increased sales of insert programs by 15%
- Update computer reports to monitor activity of the insert programs

Use full degree title, not BSBA

Be consistent with things like dashes. Maintain the same style throughout your resume.

Club Advisor

Las Vegas Kids Club

June – Sep 2010

- Planned and provided educational, cultural, and social programs to members and their children
- Prepared administrative reports monitoring developmental aspects of the club
- Managed Club store operations; sales rose 45%

Present volunteer work, student activities, etc., as work experience.

Extracurricular Activities

Ambassador

UNLV Lee Business School Ambassador Program

August 2012 – Present

- Plan events to enrich UNLV students' experiences
- Support UNLV's interactions with alumni, business and community leaders

Professional Skills

Computer Skills

Microsoft Word, Microsoft Excel, PowerPoint, Access database, Lotus Spreadsheet, Photoshop, Camtasia

Language Skills

Bilingual – Fluent English, Proficient Korean

Do not include a laundry list of personal qualities, i.e., strong communication skills, etc. This is your opinion of yourself. Employers want proof of your soft skills via your accomplishments and work experience.

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August 15, 2013

Date

Ms. Lindsay Parker
ABCD International
P.O. Box 0000
Las Vegas, NV 89145

Title Name
Organization
Address

First Paragraph: Why are you writing?
Where did you see the ad?
Be clear and concise regarding your request.

Dear Ms. Parker,

ABCD International has long been number one on my list of potential employers. I admire its reputation and cutting edge approach to marketing. So, when I visited your website and saw the job opening for a Marketing Assistant, I knew I had to apply.

Middle Paragraphs: What do You Have to Offer? Make connections between your abilities and their needs. Try to support each statement you make with a piece of evidence. Use several shorter paragraphs rather than one large text.

My work experience, while a student, included development, designs and marketing work. I also served as a liaison between our marketing department and advertisers. My strong communication and marketing skills resulted in a 15% increase in sales. These experiences developed my organizational and administrative skills, and taught me to maintain a positive attitude under pressure.

My qualifications, education, and enthusiasm combine to make me an ideal candidate for the Marketing Assistant position. I look forward to further discussing this with you in an interview. I have included my resume for your review and will call your office next week to set an appointment. Thank you for your consideration.

Sincerely,

Final Paragraph: How You Will Follow Up? Remember, it is your responsibility to follow-up; this relates to your job search. State that you will do so and provide the professional courtesy of indicating when (one week's time is typical). Always Be Polite!

Janice Lawson

Be sure to include your signature!