



## COVER LETTER GUIDE



## INTRODUCTION

While your resume is a summary of your background and qualifications, your cover letter explains why you're sending in a resume and should always be included in a job application. This guide will highlight UCR Alumni Career cover letter best practices and then take you through step by step instructions to building a great cover letter.

HEADING	EXAMPLE
<ul style="list-style-type: none"> <li>• Provide Contact Information</li> <li>• Provide date</li> <li>• Address of the company/organization               <ul style="list-style-type: none"> <li>○ If possible, use the name of person in charge of unit or department/name of Hiring Manager by searching online (company website or directory). This signals seriousness of intent. If you cannot find a name, Hiring Manager will suffice.</li> </ul> </li> </ul>	<p>Scotty Highlander 2203 Alumni &amp; Visitors Center Riverside, CA 92521 (951) 827- 2586 <a href="mailto:ucralum@ucr.edu">ucralum@ucr.edu</a></p> <p>September 1, 2017 Ms. Serena Gold Highlanders Inc. 5500 Job Rd. Los Angeles, CA 92612</p>
INTRODUCTION	EXAMPLE
<ul style="list-style-type: none"> <li>• Provide greeting to specific person with whom you are corresponding. If cannot find a name, Dear Hiring Manager will suffice.</li> <li>• State the position you are applying for and how you found out about it (Be sure to consult/ask your internal contact if you may do so).</li> <li>• If you have located an internal advocate you could mention them here (see Networking Guide).</li> <li>• State how your experience matches the position.</li> </ul>	<p>Dear Ms. Gold:</p> <p>It was with great interest that I noted your posting for a Marketing Manager- Northern California, at Highlander Inc. as seen on the University of California Riverside's LinkedIn Group. My strong background in marketing, digital content management, communications strategy and social media, as well as my Bachelor of Business in Marketing and Communications prepare me to make immediate contributions to Highlander's marketing goals, specifically in the social and digital sphere.</p>
BODY/ARGUMENT	EXAMPLE
<ul style="list-style-type: none"> <li>• Tailor cover letter to company and position to be more effective (through company research).</li> </ul>	<p>Highlander's impressive reach to the Southern Californian audience and desire to expand in a similar fashion to a Northern Californian clientele is perfectly matched by my knowledge and experience working with this market base. In</p>

<ul style="list-style-type: none"> <li>• Recognize organizational need (as mentioned in job description) and make your claim as to how you can help them (that you have the matching skills)</li> <li>• Give specific examples to support your claim</li> <li>• Refer to your resume (do not repeat it verbatim)</li> </ul>	<p>three short years at Blue Steel Inc. I expanded the market reach for medical and instruments and products in the San Francisco and surrounding regions by building a robust marketing strategy that provided an increase of 45% in sales.</p>
<p><b>CLOSING</b></p>	<p><b>EXAMPLE</b></p>
<ul style="list-style-type: none"> <li>• Provide a strong reminder of why you're a good match for the job.</li> <li>• Request for an interview.</li> <li>• Provide contact information.</li> <li>• Thank reader for consideration.</li> <li>• Sign your name and print.</li> <li>• Include term 'Enclosure' after your name to indicate that resume is included.</li> </ul>	<p>My deep understanding of the medical community in this geographic region, matched by a cross functional breadth having worked with varied medical product lines, cause me to believe I can make a genuine contribute to Highlanders success. I look forward to speaking further about this exciting opportunity and thank you for your consideration. Please feel free to contact me at 999 999 9999 or scottyhighlander@ucr.edu to discuss how I can contribute to the team at Highlander Inc.</p> <p><b>Scotty Highlander</b></p>  <p>Enclosure</p>
<p><b>FORMATTING</b></p>	
<ul style="list-style-type: none"> <li>• No longer than one page consisting of 3-4 paragraphs.</li> <li>• Match font style of resume and cover to form a cohesive package.</li> <li>• Space between heading (contact information) and greeting (Dear Ms. Gold).</li> <li>• Single space with a space between each paragraph.</li> <li>• Three spaces between closing ("Sincerely") and typed name.</li> <li>• Do not include "References available upon request" in your cover letter- this is taken as given. If you would like to include references include the standard three with full names, telephone and email on a separate sheet.</li> </ul>	