



# COVER LETTERS

123 Murray-Herrick Campus Center – Saint Paul, Minnesota • (651) 962-6761 • [career@stthomas.edu](mailto:career@stthomas.edu) • [www.stthomas.edu/careerdevelopment](http://www.stthomas.edu/careerdevelopment)

## What is a Cover Letter?

A cover letter usually accompanies a resume, and is a vehicle to express interest in a position, career field and employer. Its purpose is to communicate to the employer a personalized message about your potential value to that organization. Cover letters may be in response to advertised positions as well as to inquire about prospective opportunities that have not been advertised.

A cover letter is your chance to answer the primary question asked by every employer: “Why should I consider this applicant, and what value will they add to our efforts?”

## Cover Letter Guidelines

Cover letters allow you to express enthusiasm for a position or organization in a more natural voice than the résumé. Nevertheless, there are certain guidelines that are best followed. These include:

Make an effort to address your letter to an individual in a hiring capacity (ideally, not “Dear Sir or Madam” or “To Whom It May Concern”). This may take a little bit of time, and phone (or web) research.

Tailor each cover letter to the specific position that you are applying for. Do your research on the employer and the position and include your skills and experiences that directly relate.

Consider ending with a statement that you will be following up (i.e., not, “I look forward to hearing from you”).

Keep your cover letter to ONE PAGE. 1’ to 1.25’ margins are standard.

Highlight your résumé, but don’t merely duplicate the information already included on the résumé.

Avoid excessive use of “I.”

Use simple fonts such as Times New Roman, Calibri and Arial.

## Technology Considerations

Via e-mail, include a brief note referring the employer to your attached cover letter and resume. You will save and attach your cover letter and resume as separate Word documents.

Label attached documents with your name. Something like “M. Hanson Cover Letter, Accountant Position.”

## A Word on Résumés

Sample résumés are included here to illustrate how the résumé and cover letter complement each other. For information more on résumé construction, you might check the St. Thomas Career Development Center’s website [www.stthomas.edu/careerdevelopment](http://www.stthomas.edu/careerdevelopment).

## Cover Letter Example

Date of Writing

Recruiter's Full Name

Recruiter's Job Title

Company Name

Company Address

City, State & Zip

Dear Mr./Ms. (Recruiter's Last Name Only):

**First Paragraph:** Begin by explaining what position you are applying for, how you heard of the position opening, and a bit about how you see a strong match between you and the position/company. Researching the position and company should assist you in making that connection.

**Second/Third Paragraph:** The body of your letter should make clear connections between the experiences and skills that you have, and the qualifications for a successful candidate. You have a chance to tie the important threads and pieces of the resume together to make a compelling case for your candidacy. Give details of experiences that support your qualifications for the position and your specific interest and knowledge regarding the organization. Expand upon, as opposed to simply re-stating, what's in your resume.

**Closing Paragraph:** State your desire to meet with the individual to further discuss the position and tell them how you plan to follow up with them. **Thank them** for their time and consideration of your application.

Sincerely,

Your Electronic Signature (optional)

Your Name (Typed)

Mailing Address

City, State, Zip

Phone Number

Email Address

## Cover Letter w/ Resume, Sample #1

March 15, 2016

Ms. Jo Anne Roberts  
Director of Sales  
MN Apps Inc.  
2000 Excelsior Boulevard  
Minneapolis, MN 55401

Dear Ms. Roberts:

I am very interested in the Technical Sales Representative position that is currently posted on the St. Thomas Career Development Center's web page. I will be graduating this spring with a major in Marketing, and my hope is to work in sales. I am especially interested in working with an organization such as MN Apps that separates itself from the competition by emphasizing a collaborative approach to customer relations. (*Notice: connecting interest to philosophy obtained from company research.*)

As the enclosed resume indicates, I have had internship and work experiences which have given me exposure to sales as well as other environments where I have had the opportunity to develop strong communication and teamwork skills. (*Notice: summarizing, more than simply restating, important qualifications and experience from resume.*)

As an Orientation Leader I found guiding a group of a dozen or so incoming students through the experience of getting prepared for the college experience was both challenging and rewarding. In this position I had the opportunity to develop and strengthen strong presentation skills as well as an ability to maintain flexibility and demonstrate excellent judgment and leadership skills. (*Notice: Telling a story, proving by way of specific example, connection between experience and readiness for position.*)

I am looking forward to discussing the Technical Sales Representative position with you. I will call you early next week to follow-up on my application. Thank you for your time. (*Notice: Indicating intention to and a general time-frame for following-up.*)

Sincerely,

Sarah Z. Jones  
2525 Zager Ave.  
Saint Paul, MN 55116  
651-555-2020  
[jon5055@stthomas.edu](mailto:jon5055@stthomas.edu)

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Saint Paul, MN 55116  
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OBJECTIVE To obtain the position of Technical Sales Representative for MN Apps, building on knowledge of and enthusiasm for customer service and emerging technologies.

EDUCATION **University of St. Thomas**, St. Paul, MN GPA: 3.1  
Bachelor of Arts Degree Graduation: May 2016  
Major: Marketing

EMPLOYMENT: **Service Representative** September 2015 - Present  
Park Grove Credit Union St. Paul, MN

- Provide professional, courteous and friendly customer service, greeting all customers promptly and pleasantly.
- Utilize opportunities to suggest or cross-sell other credit union products and services.
- Train new Service Representatives in cash drawer procedures and transaction documentation.

**Orientation Leader** Summers 2014 & 2015  
University of St. Thomas St. Paul, MN

- Guided incoming students through the Summer Orientation and Registration program.
- Facilitated small group meetings with students and their parents/guardians, discussing campus opportunities and policies, laying the foundation for a successful four year experience.
- Strengthened leadership and communication skills while acting as a positive role model and resource person to new students and their families.
- Demonstrated creativity and flexibility, collaborating on Orientation skits with fellow leaders.

May 2014 **Banquet Server** September 2013 -  
Minneapolis Golf Club Minneapolis, MN

- Communicated with management, team members, and kitchen staff to ensure prompt and efficient service in a fast-paced environment.

VOLUNTEER/  
ACTIVITIES:

- Spring Break mission trip to Appalachia
- Raised \$500 for Up 'til Dawn event for St. Jude's Children's Hospital
- Member, Marketing Club

## Cover Letter w/ Resume, Sample #2

Daniel J. Huerta

1314 Berkeley Avenue  
Saint Paul, MN 55116  
651-555-2020  
[Djhuert2525@stthomas.edu](mailto:Djhuert2525@stthomas.edu)

April 17, 2016

Ms. Loretta Jones  
St. Paul Museum of Art  
2000 Big City Drive  
Minneapolis, MN 55401

Dear Ms. Jones,

I am writing to express my interest in the Event Assistant Internship that you have listed on the Minnesota Council of Non-Profits Job Board. I am an English major at the University of St. Thomas and am hoping to spend my summer developing skills and experience in the field of event planning. I would especially welcome the opportunity to combine my passion for the arts with my strong detail and results orientation. *(Notice: keyword match- assume "detail" and "results orientation" appear to be important in position description.)*

My interest in the arts was sparked by my first part-time job, working at the Lakes Theater. For the past two years I have also been involved as a volunteer at the Minneapolis Film Festival, which has confirmed for me that I enjoy and thrive on the excitement of creative environments and people. *(Notice: connecting values and interests to employer's environment.)* Below is an outline of how my qualifications relate to the position:

### Your Requirements

Past experience arranging meetings, travel and/or events

Strong written and oral communication skills

Excellent time management skills

### My Qualifications

- Arrange travel (vehicle rental and lodging) for 20 members of the Men's Track & Field team at the University of St. Thomas
- Regularly write papers and make presentations to small and large groups as part of English major
- Provide information and answer questions to prospective students and families in a professional manner
- Work two part-time jobs (20 hours/week), participate in a sport, and volunteer weekly while maintaining a full course load

I hope you will strongly consider my application. I welcome the opportunity to further discuss how my qualifications for and interest in this internship could make many contributions to the St. Paul Museum of Art. Thank you for your time.

Sincerely,

Daniel J. Huerta



## Cover Letter w/ Resume, Sample #3

May 1, 2015

Mr. Harry Jenkins  
Inventor & CEO  
Shooze, Inc.  
4950 Gallagher Drive  
Edina, MN 55436

Dear Mr. Jenkins:

As a Business Management student, with great interest and experience in the fashion and retail industry, I was excited to see your posting for an internship on the University of St. Thomas Career website. Researching your organization, I am impressed by the uniqueness in your product lines and would love to be a part of this growing, entrepreneurial company. *(Notice: demonstrating researching employer.)*

My work experiences in retail have developed my skills in processing orders, managing inventory, team work and other general office skills. Technology platforms and software are something I learn quickly with exposure to both Mac and Windows hardware and software systems. While employed at the University of St. Thomas Campus Store, I was singled out as a student employee with a creative eye who could handle new projects. Therefore, I was given the task to independently create and organize merchandise displays. The Management degree I am pursuing is providing me with the educational foundation for business operations including accounting, operations and finance. *(Notice: tying in both educational experiences and employment.)*

My resume is attached for further details about my education and experiences. I would welcome the opportunity for an interview to further discuss how my enthusiasm, experiences and education could help Shooze continue to grow its business and product lines. I look forward to hearing from you or I will call next week to see if we can schedule a convenient time to meet.

Sincerely,

Sarah S. Thomas  
2115 Summit  
Mail #10005  
St. Paul, MN 55115  
[sjthomas0024@stthomas.edu](mailto:sjthomas0024@stthomas.edu)

[www.linkedin.com/in/sjthomas44](http://www.linkedin.com/in/sjthomas44)

# Sarah S. Thomas

[www.linkedin.com/in/sjthomas44](http://www.linkedin.com/in/sjthomas44)

651-442-7780

[stthomas0024@stthomas.edu](mailto:stthomas0024@stthomas.edu)

2115 Summit, Mail #10005

St. Paul, MN 55105

## Education

University of St. Thomas, St. Paul, MN  
Bachelor of Arts: Business Administration  
Major: Management

Graduation: December 2016  
GPA: 3.31

## Employment **Wow Energy Beverages Marketing Team**

April 2014-Present

WOW Enterprises, Eden Prairie, MN

- Selected through rigorous try-out from pool of over 150
- Professionally represent company at public and charity appearances
- Market and sell merchandise exceeding sales quotas
- Demonstrate ethics, values and social skills reflecting the organization
- Employ personal skills in time management and organization

## **Merchandise Associate**

August 2012-Present

University of St. Thomas Bookstore, St. Paul, Minnesota

- Create and organize merchandise displays
- Service the cashier and customer service counters
- Assist in receiving, processing, filling and inventorying merchandise

## **Customer Service**

Summers 2013 &2014

Hudson Public Fields, Hudson, WI

- Rotated positions as needed-beverage cart, hostess, waitress
- Provided services to meet or exceed customer requests
- Calculated daily financial transactions and inventory with accuracy

## **Marketing Assistant**

August 2010-

May 2012

Thomas Executive Group, Oakdale, MN

- Collected, sorted, and organized online data
- Operated several database systems-Top Producer, MLS.
- Educated/trained new employees
- Independently worked to prioritize and accomplish tasks

## **Computer Skills**

- Operate Microsoft and iWork programs: Word, Excel, PowerPoint, Publisher, Pages, Photoshop
- Familiar with Macs and PCs