

Cover Letter Guide

Helpful Tips:

Formatting:

Create a consistent look for all of your job search documents. Copy and paste the contact information from your résumé header to your cover letter and reference page, creating your own, customized look.

Your choice of font style (Times New Roman, Calibri, Cambria, etc.) should also be consistent across all of your materials. The size of your font for the cover letter will generally fall between 11 to 12-point and typical margin sizes should be .75 to 1-inch. Your cover letter should not exceed one page in length.

Content:

Your cover letter must be tailored to each specific position/organization to which you apply. Gone are the days of simply changing the organization to which the letter is addressed and using the same cover letter again and again. Employers can tell when an applicant does this, and it will not help your candidacy.

The following components, in this order, should appear in your cover letter:

- Your header with your contact information
- The date (This should reflect the day you will be sending the letter.)
- The recipient's name and mailing address
- Your salutation (Try to avoid general greetings like, "To Whom It May Concern:" or "Dear Human Resources:" Do your best to research the name of the person to whom your cover letter will be sent.)
- An introductory paragraph
- 1 to 2 paragraphs of **detailed** information about your how your skills and experiences make you an ideal candidate for the position; be sure to demonstrate your knowledge about the position and organization!
- A closing paragraph
- Your valediction
- Your signature (Include this especially if you are sending your letter as a hard copy.)
- Your name, typed

Researching Prospective Employers:

You already know that you will be asked to share your knowledge about the organization during an interview, as they are expecting you to have spent some time learning about the organization and the position. But, did you know it is also important to include some of this knowledge throughout your cover letter, résumé, and thank you letter, too? Use the employer's website, their social and professional media (LinkedIn profiles, Twitter accounts, and Facebook company pages), news articles, your own contacts within the organization, and other information found on the Internet.

What should you know about the organization?

- Name and location(s)
- Mission, goals, and history
- Accomplishments and areas for development
- Organizational structure and number of employees
- Annual revenue and other financial information
- Product lines and/or services provided
- Parent company and/or subsidiaries
- Major competitors or collaborators



The Center for Career and
Professional Development

115 Hubbard Hall
315-792-3087

utica.edu/careerdevelopment

careerdevelopment@utica.edu /campusemployment@utica.edu

[@UCcareerdevelop](#) (Twitter and Instagram)

[The Center for Career and Professional Development at Utica College](#) (LinkedIn)

<https://utica.joinhandshake.com/login> (Handshake)

Cover Letter Examples

NAME
Street Address City, State Zip
(Area Code) Phone • Email
Customized LinkedIn URL

*****Two lines of space*****

Date

*****One line of space*****

Name of Addressee
Title of Addressee
Name of Organization
Street Address, Suite or Box #
City, State Zip

*****Two lines of space*****

Dear Addressee:

*****One line of space*****

Your opening paragraph should state the reason for your letter, the position or type of work for which you are applying, and how you learned about the job opportunity (this is the place to "name drop," with permission). Briefly share why you are interested in the position.

*****One line of space*****

Your middle 1 - 2 paragraphs should explain how your skills, experiential background, and academics qualify you for the position. Point out specific achievements and include any special skills you have that may be useful in the position. Don't simply repeat information in your résumé, single out a few especially salient factors, and expand on items of special relevance. Be concise and to the point. Show your knowledge of the organization!

*****One line of space*****

In your closing paragraph, refer to your enclosed résumé, and focus on the action to follow. Indicate your desire for a personal interview. You may want to indicate your flexibility or state a time when you will be available. A specific and positive statement about what you will be doing next, or what you wish for them to do, is more effective than a vague hope, but don't be pushy.

*****One line of space*****

Sincerely,

*****Extra space for a signature, especially if sending as a hard copy*****

Typed Name

VICTOR RIVERA

123 Genesee Street Utica, NY 13502
(315) 741-5463 • vrivera@utica.edu
www.linkedin.com/in/VictorRivera

May 20, 2019

Robert Janssen, Personnel Director
ICON plc
8282 Halsey Road
Whitesboro, NY 13492

Dear Mr. Janssen:

I am interested in applying for the Biotechnology Scientist-I position, which was brought to my attention by a colleague of yours, Anne Montgomery, during the recent Bio/Chem Networking Night hosted by The Center for Career and Professional Development at Utica College. My laboratory and two REU experiences with Cornell University qualify me for this position and will allow me to support your analytical laboratory's day-to-day activities and develop and perform assays on biological samples from pre-clinical and clinical trials for biomarker.

I recently graduated Magna Cum Laude with a Biochemistry degree, and my three years as a lab assistant have taught me to operate general laboratory equipment and instrumentation systems, as well as utilize the automated data collection and reporting systems used by ICON. My interest in the biotechnology field began during my time with Cornell University's REU program, where I gained hands-on experience with a variety of immunoassay formats and platforms such as ELISA, Gyrolab, Randox, and Luminex, and automated clinical immunochemistry platforms.

My intention is to secure employment with an organization that will allow me to assume progressive responsibility and work in a highly collaborative setting, so I was particularly impressed by ICON's staff development mission. I am available to meet with you personally to further discuss my qualifications, and I may be reached at (315) 741-5463. Thank you for your consideration of my qualifications.

Sincerely,

Victor Rivera

Victor Rivera

PAULA BORELLI
200 French Road Utica, NY 13502
(315) 999-3366 • paula@yahoo.com
www.linkedin.com/in/PBorelli

May 15, 2019

Steve Bulger
Director of Operations
Kids Oneida
310 Main Street
Utica, NY 13502

Dear Mr. Bulger:

Please accept my application for an internship at Kids Oneida, beginning in September 2019. I learned about this position through The Center for Career and Professional Development at Utica College's online job board. My professional and academic goal is to utilize the knowledge I have learned as a childcare employee and Psychology-Child Life student to work with children, recognize their potential, and strengthen families. Completing my internship at Kids Oneida would enable me to do that in a meaningful way, while serving the community in which I live.

Of the programs Kids Oneida manages, I am very interested in case planning. In the future, I hope to have a career in this area, and I believe the services at Kids Oneida will help me achieve that goal. I am also eager to work with your social work team, both in the office and in the field (to the extent that is possible), to learn as much as I can about this kind of work and contribute to your program's outcomes. My experiential background includes three years' experience working within two childcare facilities, as well as the completion of multiple courses in areas of child development and psycho-social support. My background has given me the foundation needed to become client-centered and empathetic, skills I am confident in demonstrating as an intern at Kids Oneida.

It would be a privilege to share my dedication and passion to support the wellbeing of children and families as an intern, alongside Kids Oneida's team of committed staff. I welcome the opportunity to speak with you in person, and I may be reached by phone, e-mail, or via LinkedIn. My references may also be sent at your request.

Thank You,

Paula Borelli

TARA DAO

500 Oriskany Blvd. Whitesboro, NY 13492 • (315) 862-3366 • taradao@gmail.com

March 18, 2019

Gary F. Grates, Principal
W2O Group
60 Francisco St.
San Francisco, CA 94133

Dear Mr. Grates:

I am interested in applying for the Organizational Communications internship with the W2O Group in New York City during this summer. We had the opportunity to meet in my Publication and Design class on March 11th and briefly discussed the internship. W2O Group's mission complements my career interests in delivering high quality communications for clients. Your ability to apply analytics and innovative marketing and public relations methods to support clients' strategic communication goals contributes to the rapidly changing reality that we are not in an era of coverage but in an era of influence.

On my résumé, you will notice courses that I have taken which would allow me to be a productive W2O Group intern. In particular, my Advanced Interpersonal Communication class has taught me how to identify problems in communications and effectively create a message that intended audiences will find informative and engaging. I have been successful in applying this academic knowledge at my marketing internship at the United Way of the Valley and Greater Utica Area. My work as an intern has been characterized by monitoring the efficacy of their external communications and applying my findings to update and modify internal communication databases. My analysis is being actively implemented to alter communication strategies and make process improvements. I have learned so much from the United Way and would value the opportunity to continue my professional growth and expand my knowledge with the W2O Group.

I am available to meet with you personally, at your convenience, to further discuss my qualifications. My résumé is enclosed and highlights my other relevant experiences. I may be reached at the contact information above. Thank you in advance for your consideration, and it was very nice to meet you last week.

Sincerely,

Tara Dao