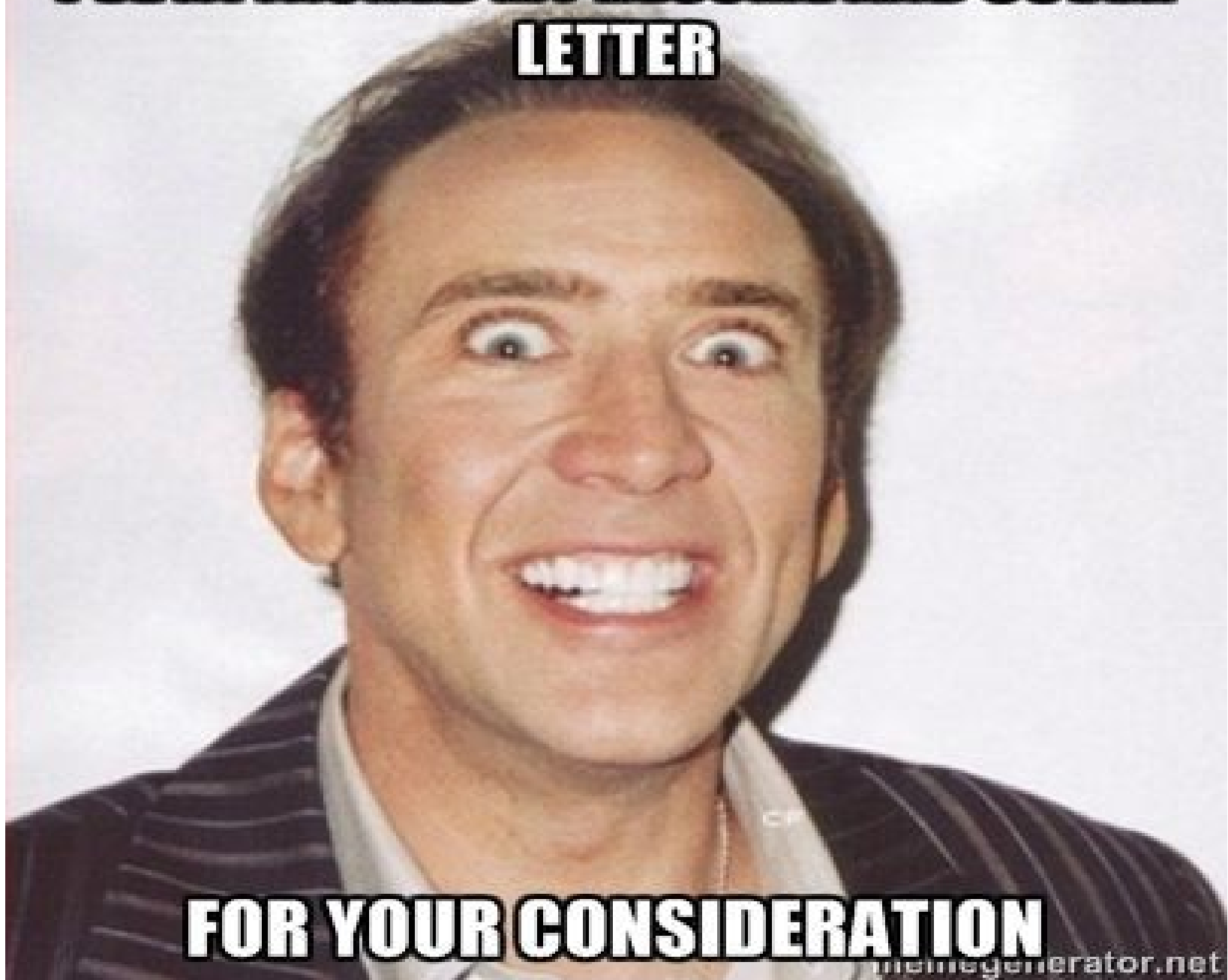


I'VE ATTACHED MY RESUME AND COVER LETTER



FOR YOUR CONSIDERATION

Cover letter

Or, "a letter that is sent with something to explain the reason for it or to give more information about it.

It is generally attached to a résumé (=CV), a project, or an application.

As always, when it gets to write creatively, there are no fixed rules, nothing can repress restrain your personal style (and it shouldn't, by the way). There are conventional formats you may follow, prescription about a certain job or application, but the content and the form are very personal and unquestionable.

Here you are some structural suggestions to make your cover letter more effective.



Structure:

1. Headings
2. Salutation
3. Opening paragraph
4. Second paragraph
5. Third paragraph
6. Closing paragraph
7. Formal closing

Personal information

Name and surname;

telephone number;

email (optionally, other contacts)

Name of the hiring person.

Name of the company.

Date.

John Doe

Marketing Student

To:

Doris Johnson

Human Resources Manager

Optimal Workplace Inc. 321

Employment Avenue. Toronto,
Canada

21 September, 2018

john.doe@gmail.com 

416-821-9879 

Toronto, Canada 

linkedin.com/in/john.doe 

john.doe 

Salutation

Dear... (Name or surname)

Titles:

- Mrs.
- Miss
- Mr.

To whom it may concern.

Opening paragraph: how you get your reader hooked.

I am currently majoring in marketing, with a minor in statistics, and will receive my degree next spring. While I have a comprehensive marketing and analytics background, my emphasis is on government campaigns. I feel that your agency places prominence in similar areas and having the privilege of serving as an intern with you will increase my learning opportunities and give me the exposure I need to advance my career while using what I've already learned to make an impact on your clients.

Second paragraph: say why the company is perfect for you

After graduation, I hope to work for an agency like yours to grow my experience, serve clients and eventually start my own agency. With the right opportunities and experience working with prominent clients, I believe that I can achieve my goal.

Third paragraph: say why you are perfect for the company

I previously held an internship at another local advertising agency, working on critical projects for their clients. During that internship, I had the opportunity to learn the Adobe Creative Suite of products, including Photoshop and InDesign. I also learned how to craft compelling campaigns that garner attention in the healthcare space. I believe that my knowledge of digital marketing and social media could be of interest to you, as I read that you are looking to grow your social media team.

Closing paragraph

I would like the opportunity to meet with you to discuss internship opportunities you have available. Please let me know if you have any questions or would like to see specific work samples. You can reach me by phone at 416-821-9879 or by email at john.doe@gmail.com.

Formal closing

Best regards,

Warm regards,

Kind regards,

Best wishes,

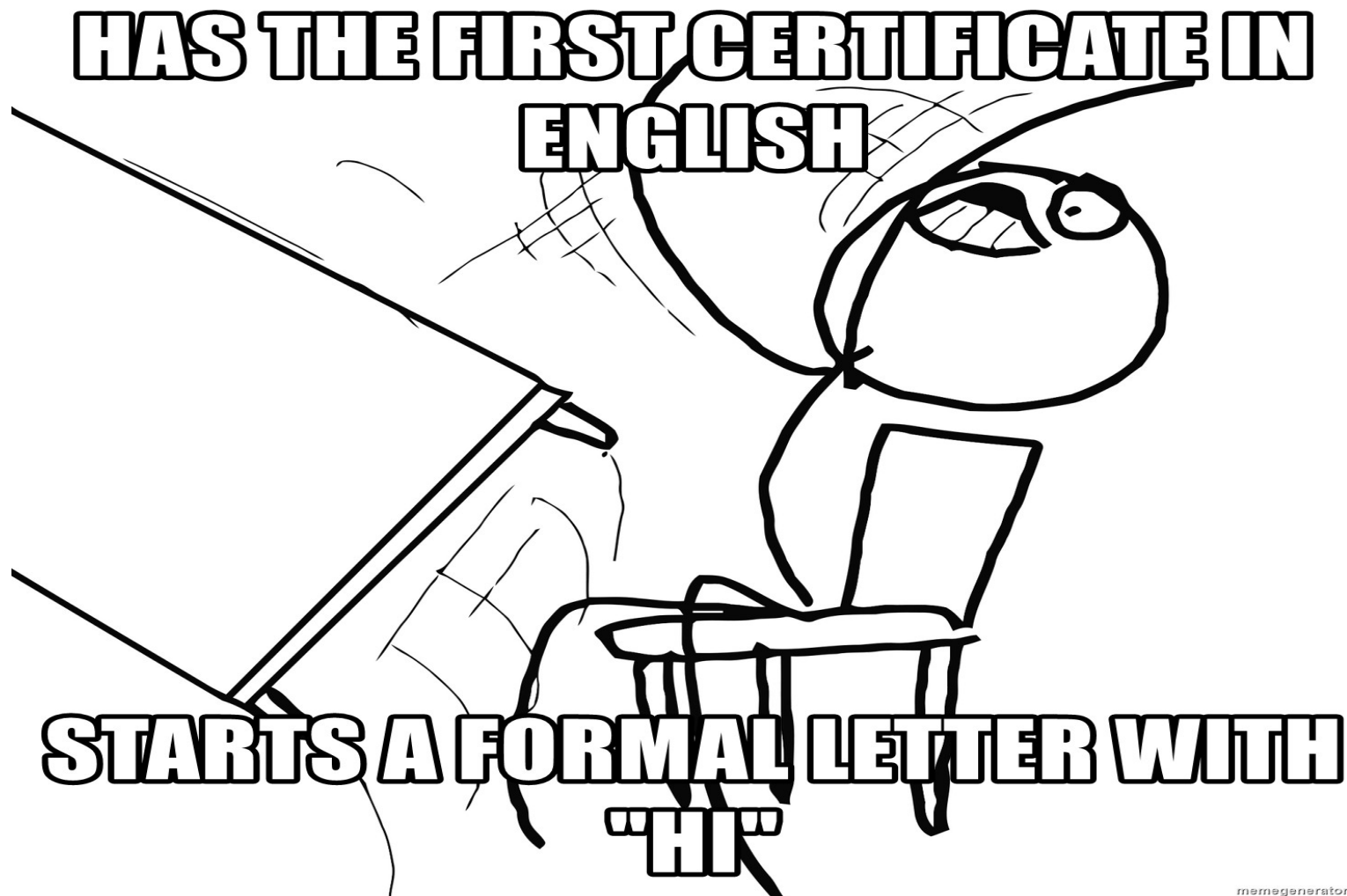
All the best,

Sincerely,

Yours sincerely,

Language:

Formal register (NO "doesn't", "shouldn't", etc.).



Be effective but don't be simplistic: sentences should not be too long, but don't be a telegraph.

The verb to be is useful, but it is not the only English verb.

Be careful with affirmative and negative sentences.

The pathos of your writing should be conveyed by the strength of the words, not by the use of exclamation marks.

Ex.

You've done a very very very good job.

You've done a brilliant job.