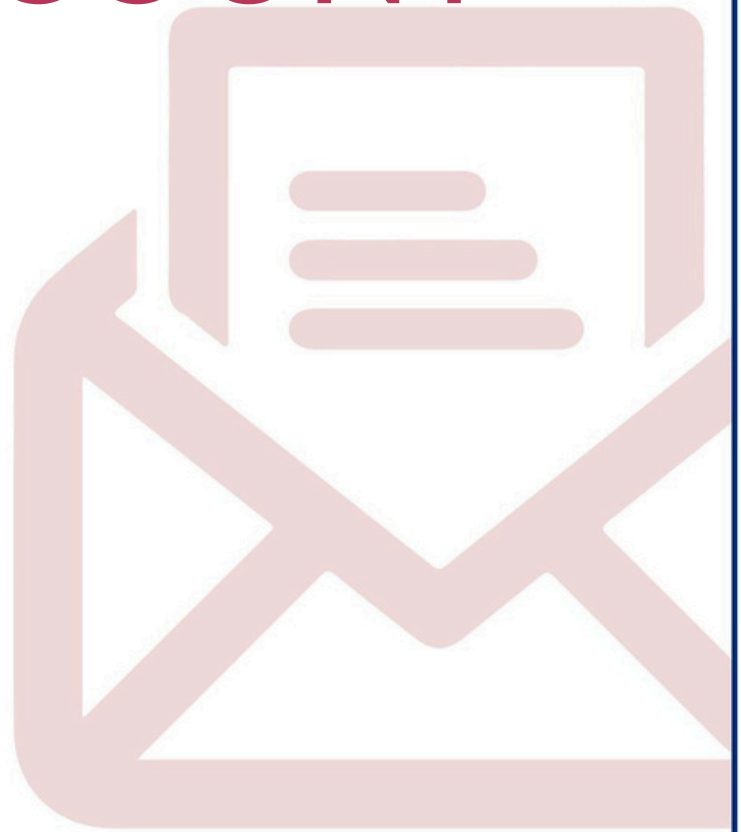


Enhancing Professional and Personal Development

MAKING YOUR COVER LETTER COUNT



Lower Level, A.C. Buehler Library | (630) 617-3460 | cpeinfo@elmhurst.edu

CAREER Education. CAREER Experiences. PRE-PROFESSIONAL Advising. ENTREPRENEURSHIP.

What Is The Importance Of Making A Cover Letter?

- A cover letter lets the employer see your qualifications, achievements, and work experience in a more detailed context.
- While your resume highlights your skills and experience, a cover letter makes your application stand out by allowing you to explain why you're the best fit for the job, highlight key experiences, and showcase your personality.
- Including a cover letter shows employers you're putting in extra effort, which makes you seem more dedicated and qualified compared to other candidates.

What Does A Cover Letter Enable You To Do?

- A cover letter enables you to personalize your application, explain why you're the right fit for the role, and show how your background aligns with the company's needs and objectives.
- A cover letter demonstrates your understanding the company's goals and how you can contribute to its success.

What Should Be Added In Your Cover Letter?

Introduce Yourself

Start by stating who you are, the position you're applying for, and how you learned about it. Briefly summarize your background and highlight what draws you to the company or role.

Show Why You're a Fit

Connect your skills, coursework, and experiences to the job description. Reference specific qualifications or values relevant to the organization.

Provide Evidence

Use one or two examples of past accomplishments that show your ability to succeed in this role. These can include academic projects, internships, or leadership experiences that illustrate key skills. Be sure to connect your experiences directly to the responsibilities and requirements of the position you are applying for.

Express Enthusiasm

Share why you're excited about the opportunity and the organization's mission. Include a short passion statement to show genuine interest and connection to the role.

Close with Confidence

Thank the employer for their time and consideration. Say you're looking forward to the opportunity to discuss your qualifications further.

(Note: This letter will demonstrate your communication style, so make sure you are using your professional writing when creating the cover letter.)

Tips To Making A Cover Letter

Every word in your cover letter, much like your resume, should captivate the reader and clearly demonstrate your value, keeping the employer engaged from start to finish.

KEY ELEMENTS

- Introduce yourself. Provide how you learned about the job position.
- Address the letter to a specific person stated on the application. If the hiring manager's name is not listed on the application, try searching LinkedIn for someone who works in that department of the company; even if it's not the exact person, having a name on your cover letter is better than leaving it blank. You could also address it to "Hiring Manager" if you do not find anybody on LinkedIn.
- Use proper English and avoid contractions such as "don't" or informal phrases like "gonna."
- Answer the questions, "Why did you choose this company?", and "Why should they hire you?"
- Keep your cover letter at one page, 3-4 paragraphs total.

DO

- Choose a non-serif, font style (i.e. Arial or Calibri). Use the same font size and type as your resume for consistency.
- Make the font size 11 or 12.
- Proofread and edit your letter, several times.
- If sent over email, attach your cover letter and resume as files to the email as PDFs. Have the subject line be clear and concise – include your name and what the email is about.

DON'T

- Copy and paste from your resume. The cover letter is to help you stand out, while your resume is to focus on essential details of your experience.
- Discuss personal matters as it may make employers uncomfortable or distract from your qualifications.
- Tell the employer what you expect of them. This cover letter is to discuss what you can provide for the company.

Layout Of A Cover Letter

Date

Dear **[Hiring Manager's Name]**,

1. I am writing to express my interest in the **[Internship you are applying for]** at **[The name of the organization]**, advertised by Elmhurst University's Handshake platform. As an undergraduate student majoring in **[State you major (and minor)]**, I am eager to contribute my skills and experiences to your team.
2. **[The Organization that you are applying to]** commitment to expanding its business while maintaining a **[What resonates with you]** approach resonates with me. I am inspired by your recent **[What was something that this company has done recently that you admire]**, and I am excited about the opportunity to contribute my creative insights to your future endeavors.
3. One of the highlights of my academic journey was collaborating with my team on **[What you did for an internship (or another project) and where]** Together, we brainstormed and executed **[Name of the event, and what was the purpose of the event]**. As part of the **[What team did you work with]**, I collaborated closely with colleagues to develop **[What did you develop with this team]**. My contributions included **[What did your role in the internship involve]**. Through this experience I gained **[What did you gain from your internship experience]**.

Beyond hands-on experience, my coursework has equipped me with a solid foundation in **[State what your coursework was]**. My minor **[State one if you have one. If you do not then you can go a little more in depth of what your coursework involved]**.

4. I am excited about the possibility of joining the team at **[The name of the organization]** and contributing to its continued success. Thank you for your time and consideration. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,
[Your signature]

1. This is where you introduce yourself. It is where you talk about who you are, how you found the position, what school you are from, and what your major is. This is also the first part of where you have to show interest in working with the company.
2. This is where you should express your interest in the position and the company. This is also where you relate the position, as well as the goal of the company to your own personal interests.
3. This is where you would discuss past experiences. A good point to bring up is internships or projects you have done, what you learned from it, and what roles you have played. This point should be on topics that will boost the employer to want to look at your resume. These have to be things that will make you stick out.
4. This is where you thank the employer for taking the time to look at your cover letter, as well as taking the time to consider you for this position.

Victoria Bluejay

Victoria.Bluejay@PersonalEmail.com | (630) 123-4567 | LinkedIn.URL

May 14, 2025

Dear Hiring Manager,

I am writing to express my interest in the Digital Marketing Internship at Proactive Consulting Group, advertised on Elmhurst University's Handshake platform. As an undergraduate student majoring in marketing with a minor in communications, I am eager to contribute my skills and experiences to your team.

Proactive Consulting Group's commitment to expanding its business while maintaining a customer-first approach resonates with me. I am inspired by your recent campaign, "Load of Hope" and am excited about the opportunity to bring my creative insights to your future initiatives.

One of the highlights of my academic journey was collaborating with my team on a marketing fundraiser for the World Wildlife Fund: #EndangeredEmoji campaign, designed to promote awareness of endangered species. Together, we brainstormed and executed an engaging social media strategy that connected with our audience in a meaningful way. My contributions included creating custom animal emojis representing endangered species and implementing a plan where every Twitter repost of these emojis would trigger a \$0.10 donation to the campaign. This collaboration not only raised awareness and funds but also strengthened my understanding of how social media can inspire action and drive measurable results.

Beyond hands-on experience, my academic coursework has provided me with a solid foundation in digital marketing, marketing research, and professional selling. My minor in communications has further enhanced my ability to connect with audiences, craft compelling messages, and express ideas tailored to diverse stakeholders.

I am excited about the possibility of joining the team at Proactive Consulting Group and contributing to its continued success. Thank you for your time and consideration. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,

Victoria Bluejay



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