

Recommended Cover Letter Template for College of Business Undergraduates

FIRST AND LAST NAME

Local Address, City, State Zip Code

Phone Number • Email Address

(Optional: Your LinkedIn Profile page) <https://www.linkedin.com/profile/view>

December 19, 2014

Rachael Lines
Human Resource Manager
JCPenney
Collin Creek Mall
821 N. Central Expressway
Plano, Texas 75075

Dear Ms. Lines:

I was excited to learn about JCPenney's Sales Manager Trainee opening in The University of Texas at San Antonio's Rowdy Jobs database. The opportunity to work for one of America's leading retail department stores is exactly what I have been looking for. I believe the internship experience I gained with Express, combined with my excellent academic record have given me the skills necessary to make a strong contribution to the JCPenney retail organization.

While working at Express, I learned the importance of merchandising and visual presentation, as well as maximizing sales and profit objectives. Some of the skills I would bring to the position are:

- Strong leadership skills
- Outstanding communication skills
- A passion and flair for retail sales

Additionally, serving as President of the American Marketing Association student chapter allowed me the opportunity to build upon my leadership skills and to interact with both students and retail marketing managers throughout San Antonio. Furthermore, the challenge of working 25 hours a week while coordinating academics and school activities taught me the importance of organizing my time effectively. I work well in a team environment and would bring integrity, intelligence, and energy to the position.

I welcome the opportunity to meet with you in person to discuss my skills and experience. I will contact you next week to verify you received my resume. In the meantime, please feel free to contact me at lauren.hoffmann@utsa.edu or by phone at 210-458-4589.

Thank you in advance for your consideration.

Sincerely,

Lauren Hoffmann

Cover Letters

Always include a cover letter when you send your resume to explain why you are sending the resume. Employers report that an impressive cover letter is important when making a decision on whether to interview a candidate. *So don't ignore the value of a well-written letter.*

The purpose of the cover letter and resume package is to motivate the employer to take action and invite you for an interview. When delivered together the two documents should complement each other.

The most important aspect of the cover letter is your focus on the employer. In the letter you should highlight your qualifications for the specific position you seek, referencing your interest and qualifications based upon the employer's needs.

Always target your cover letter! While the resume can be used for a variety of positions, each cover letter needs to be individualized to the company. You want to convey that you care enough about their organization to learn about them or their needs.

Generally speaking, your letter should be 3-4 paragraphs and only one page in length. While there is no 'perfect formula' you want to gain their interest so they will invite you in to learn more. There are three main parts:

The Introduction – The first paragraph states why you are writing, names the type of position and how you heard about it and why you are a good fit for the position. If a person referred you, mention the person's name. Keep this paragraph short. It should make the reader want to finish reading the rest of the letter and the resume.

The Body – The main body of your letter, which may be one or two paragraphs long, should detail what you can contribute to the company and how your qualifications can benefit the firm. The body should also reflect the research you have done on the employer and elaborate on your experience. Be careful not to reiterate everything that is already on the resume. Choose a few select aspects and provide more detail about them. The more you know about the employer from your research, the more you can link your qualifications to the position.

The Closing Paragraph – This last paragraph must make clear what action you will take to follow up. You should request an interview and tell the employer you will call them within a specific period of time. It is helpful to include your phone number here in case your resume and letter become separated once they reach the employer.

Avoid:

- Starting every sentence with I or my - You're a college graduate, you should be able to write at college level.
- Extraneous words and wordy phrases that just fill the page with fluff, not substance.
- Confusing and complex language that could be confusing.
- Long run-on sentences and paragraphs.
- Non-descript verbs – use action verbs whenever possible.