

COVER LETTER

WHAT IS IT? HOW DO I MAKE ONE?

PURPOSE OF A COVER LETTER

The cover letter provides you with an opportunity to:

1. Introduce yourself and state your objective
2. Personalize your resume
3. Highlight information that addresses the needs and interests of the employer

HOW TO CREATE A COVER LETTER

The Career Center has a one stop shop for you to create, store and share your cover letter from within SCOTLink. To get started:

Login to SCOTLink at careers.ucr.edu and click Documents on the toolbar. In the Resume Builder tab, click Create New Cover Letter and complete each step, clicking Save and Continue to move to the next step:

1. Name and compose your cover letter in the content box.
2. Select a style.
3. Activate it. Your cover letter is now available to view, print and use to apply to job postings in SCOTJobs.

*Counselors in the Career Center are available to critique your cover letter during drop in or by appointment.

WHAT TO PUT IN A COVER LETTER

Today's Date

Your addressee's name
Professional title
Organization name
Mailing address
City, state and zip

Your Name
Mailing Address City,
State, & Zip
Telephone Number(S)
Email Address

Try to track down the name of the hiring manager, using LinkedIn or the company website. If you can't find it, you can name the team you're applying to (such as "The XXX Project Team", "The Marketing Department"), search committee or hiring manager. And, if you manage to find their name, spell it correctly! **Never use "To Whom It May Concern"**.

Dear Mr. (or Ms.) last name:

The opening paragraph explains why you are writing the letter. State your purpose, identify the position you are applying for, and how you learned about the opening. Try to start your letter with a grabber—a statement that establishes a connection with your reader.

The mid-section of your letter should be one or two paragraphs that make relevant points about your qualifications and explain why you are a strong candidate for this position. You should not summarize your resume! Highlight and mention the most interesting points on your resume. You may incorporate a column or bullet point format here. Demonstrate that you know something about the organization and the industry/find.

In the final paragraph, state how and when the employer may contact you. Do not assume an employer will contact you once you have sent your cover letter and resume. It is your responsibility to follow up. Close by thanking the employer for their time and interest and mention that you are looking forward to meeting them.

Sincerely,

Your handwritten signature (for mailed letter)

Your name (typed)

For online application, it is encouraged to include a digital signature. Create one by 1) Print out your letter, sign it, and scan it. 2) Take a picture of your signature and attach it to your letter. 3) For Adobe users, use the Adobe signature under the "fill & sign" tab.

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September 4, 2009

Ms. Christina Brown
Vice President
Bright Green Talent
4500 3rd Street
Los Angeles, CA 90210

Dear Ms. Brown:

I was thrilled to come across Bright Green Talent's advertisement for a College Recruiter on GreenBiz.com. As an engaged environmentalist with a passion for people and positive psychology, I have kept an eye on your company with great interest as you've grown your brand and presence. I would love to join your team and hope that my continuing enthusiasm for and interest in working toward greening the workforce will make me a strong candidate for the position.

I think I would be a great addition to Bright Green Talent's marketing team for three main reasons. Firstly, the job description required someone with strong phone skills, ability to network, and an outgoing personality. In my prior work as a marketing intern, I developed my skills in all three areas: I managed clients remotely and coordinated teams of marketing assistants working in our company, doubled my team's number of projects in one year through active business development, and received an employee award for active engagement in my company's volunteer programs. If possible, I would like to channel this experience towards helping Bright Green Talent enrich its partnership with Solar Richmond and expand the company's non-profit partnership program.

Secondly, I recently graduated from UC Riverside with a Bachelor of Science degree in Environmental Studies with a focus on the educational system. I wrote my senior thesis on how universities are integrating sustainability issues into traditional academic frameworks in order to prepare students for the 21st century's resource management challenges. This unique background in training and preparation would translate well to helping talented recent graduates find the first steps in their "green career".

Finally, I am aware that Bright Green Talent is a small team and that each person must operate relatively independently. In my past intern role, I took a leadership position in each of the project teams I worked on and operated efficiently on remote teams where I had to self-impose deadlines and goals.

Overall, I would love to add my skills and perspective to Bright Green Talent's team and add my passion for people and sustainability to the efforts to grow the business. Please contact me if you have other questions. I look forward to speaking with you.

Sincerely,

Scott Bears

Scott Bears

SOCIAL MEDIA

#UCRCareerReady #HireHighlanders

