

# STUDENT NAME

Cedarville, OH 45314 | (555) 555-5555 | student@cedarville.edu

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Date

Contact Person, Title

Company

Street Address

City, State, Zip Code

Dear Mr./Ms. Last Name:

After searching for an internship that would best use my skills and abilities, I was delighted to find the marketing research internship at XYZ Company. Your high standard of excellence and your client centric, team-oriented values resonated with my passion of developing plans and projects that will benefit the client and the organization. I believe my vast experience in consumer behavior, design, and content writing will be a great benefit to your team. See resume for further review.

My previous internships at a marketing firm and well-known corporation allowed me to grow as a professional and develop high competency in project management and research strategy. During this time, I also gained extensive experience in written and oral communication, especially as I had to communicate my research findings through quarterly reports and presentations to the team. In addition to this experience, I have learned exceptional marketing practices, skills in project development, and best communication practices through my coursework in marketing, communication, and graphic design.

I am confident that my skill set and values will enable me to excel in this position. Please contact me at 555-555-5555 or [xyz@gmail.com](mailto:xyz@gmail.com) to arrange an interview. Thank you for your time—I look forward to learning more about this opportunity!

Sincerely,

First Last

## The Cover Letter

### *The Purpose of a Cover Letter*

A cover letter is a separate, one-page document to send with your resume that further explains your skills and experience. It is your chance to personally tell employers why you are qualified for a position and give specific examples of how you would be an asset to their team. Think of your cover letter as a first conversation about why a company should interview, and ultimately hire, you. It should be concise, confident, positive, and cordial.

### *The Components of a Cover Letter*

1. *Your Why:* The first paragraph of your cover letter should tell an employer why you are writing and why you are interested in their company or organization. In this section, include the specific position you are applying for and how you learned about it. If you have a name to drop, do it in the first sentence.
2. *Your Skills and Qualifications:* The second paragraph should show the employer how your specific skills and qualifications correlate with the ones they are looking for. Don't just repeat your resume, but highlight specific achievements or projects that exemplify your talent in the workplace.
3. *Your Follow-Through:* The third paragraph is where you tie it all together. Give a brief summary of your skills and desire to interview, and indicate your attached resume and your follow-up intentions. Inform the employer of your desire to interview, when you will be available, and when you will contact them next. Take responsibility for follow up: this shows initiative, perseverance and that you carry a plan through. Repeat your phone number in the cover letter, and always thank the reader for his or her help.

### *Additional Tips*

- As always, be sure to proofread and edit your cover letter and resume before submitting it to employers. Those small typos could make or break your progress.
- Find out who will be reading your letter. If no contact person is given in the job description, contact the company or browse their website to find out who the HR personnel are.