

Sample Invited Cover Letter

Confident Smith
1234 Main Street
Philadelphia, PA 19102
(215) 555-5555
confidentsmith@gmail.com

January 5, 2010

Mr. Sam Jones
Director of Marketing
Creative Communications
3 Creative Way
Philadelphia, PA 19106

Dear Mr. Jones:

During the course of my research on local businesses, I became aware of, and impressed by Creative Communications through your website. Therefore, I was pleased to see your vacancy announcement for a Marketing Assistant in the employment section. I would like very much to be considered for the position.

I am a recent college graduate seeking an entry level position in marketing. During the past four years, I was president of the campus chapter of the American Marketing Association. As president, I was able to increase membership by forty-eight percent. Achieving these results required strong leadership skills and a great team.

Furthermore, I have developed the personal attributes that will lead to my success as your Marketing Assistant. These include personal motivation, leadership, determination, creativity and an entrepreneurial and competitive attitude.

I am looking forward to the opportunity to discuss my techniques with you in a personal interview. Next week I will call you to arrange a time for us to meet. I am confident that I can make an immediate and valuable contribution to the achievement of Creative Communications' long term goals. Thank you for your time and consideration.

Sincerely,

Confident Smith

Source: http://www.morningside.edu/student_life/careers/sampleletter.cfm

Sample Uninvited Cover Letter

Scott Morris
23 Hickory Tree Way
Belle Mead, NJ 08502
(908) 555-7495
scottmorris@hotmail.com

September 12, 2010

Ms. Kristin Heller
The Research Institute
34 Marketing Court
Princeton, NJ 08540

Dear Ms. Heller,

As marketing companies are increasingly called upon to supply information on magazine readership to publishers, there is a growing need for trained and experienced professionals in the field.

Through my marketing/research experiences, which has particularly dealt with improving marketing research studies so they can better define magazine audiences to potential advertisers, I am certain I could give you valuable assistance in satisfying research demands, managing key projects, and improving the marketing tools you currently use.

I will be completing my Bachelor degree in December and would be interested in making a significant contribution to the Research Institute's profitability in a marketing/research capacity.

I am sure my services would be useful to you, and I will call you in early October to discuss an interview.

Thank you for your time and consideration.

Sincerely,

Scott Morris

Source: http://www.quintcareers.com/sample_cold_contact.html

Sample Referral Cover Letter

Susan Jones
5555 Lakewood Road
Philadelphia, PA 19130
(215) 555-5555
susan.jones@yahoo.com

July 31, 2010

Ms. Rhonda Leland
Corporate Manager
Do-It Corporation
42 Industry Circle
Philadelphia, PA 19105

Dear Ms. Leland:

Mary Smith, Vice President of Marketing with Do-It Corporation, suggested that I contact you directly regarding my interest in an Administrative Assistant position with your organization. Although my resume is actively in Human Resources, Ms. Smith felt that you would want to be made aware of my unique qualifications and availability. Consequently, I have enclosed my resume for your consideration.

My background makes me a highly qualified Administrative Assistant with more than four years of experience serving executive management for a large manufacturing company. My qualifications include extensive PC experience with the software used at Do-It Corp. (PowerPoint, Excel and MS Office 2007), proven customer service skills, itinerary planning and report writing.

I will be in your area on August 20, 2010 and would appreciate an opportunity to meet with you to discuss my qualifications in greater detail. I will plan to contact you to arrange a possible meeting time. Thank you for your time and consideration.

Sincerely,

Susan Jones

Source:

http://www.positivelyminnesota.com/JobSeekers/Find_a_Job/PDFs/Referral_Cover_Letter_Sample.pdf