

Cover Letter Examples

Please read our intro material first, where we explain the basics of how to write a powerful cover letter, the latest best practice, and the major do's and don'ts. In this document we have hand picked four extremely strong cover letters from among our recent client work. We have attempted to cover mid-professional, experienced hire, specialist, non-profit, MBA student, undergraduate student, and entrepreneurial/creative.

1. Jack: specialist, 7+ years of experience

This letter is suitable for anyone with a solid block of experience where his or her work has been technical and functionally based as opposed to generalist - in other words more depth than breadth. While all our cover letters have numbers (surprise, surprise!), you'll see this one is especially numbers heavy. It is hard-hitting and full of robust quantified examples to reflect, again, what is most effective for this type of specialist role in sales, product, tech, IT, marketing etc. Works well for MBA roles.

2. Alice: mid-manager / experienced hire / non-profit

This letter has more (shorter) bullet call-outs of skill/experience areas. You'll notice Alice's experience is more generalist/managerial, and so this approach captures it better. You may even go up to 5 bullets. If you are applying to a non-profit or mission driven organization, make sure you give the reader a compelling story (a full paragraph towards the end or in the intro section) that connects you to them in an authentic way.

3. Leah: MBA student, 4+ years experience

This is the standard MBA cover letter format used at the top schools for almost all traditional roles in finance, consulting, marketing etc. However please see with your school on specific guidance, as well standards and formats may vary by industry. Letters to the World Bank/IFC and JP Morgan will be very different even if both are for MBA finance roles. But the basic approach of intro + calling out THREE key skill/experience areas + conclusion is the rule of thumb for most FTE/internship positions.

4. Vanessa: undergraduate student

You are in college, likely a senior applying for FTE upon graduation. First real job? Don't sweat it! Something simple and clear will do. Now, having said that, the basic rules still apply. You still need a formal cover letter, not 7 random lines of text. Tell us who you are, why you are interested in job/company, and what THREE key skill/experience areas you bring. Remember everything counts- summer jobs, internships, volunteer work, on campus work (paid or unpaid), and any part-time work.

JACK CANDIDATE

(202) - XXX - XXXX ▪ 1234 Street Address ▪ Washington, D.C. 20001 ▪ jobcandidate@gmail.com

Date

Company

Address 1

Address 2

Dear Recruiting Manager,

Thank you for taking the time to review my application for the [name of position] at [organization]. I have seven years of work experience as a product specialist focusing on medical devices, most recently with Johnson and Johnson Medical Devices. At J&J, I had the opportunity to attend several U.S. industry summits on healthcare regulation and management forums.

My experience and expertise in the healthcare industry coupled with solid analytical skills make me an ideal candidate for this position. Below I have highlighted a few key skills that I will bring to your team:

Sales Excellence with Data-driven Decisions: At J&J, I was in charge of the sale of medical devices in 4 key account hospitals where the firm had relatively low market share. I compiled extensive quantitative sales data for J&J versus competitors, allowing me to allocate resources to key industry targets more efficiently. Under my supervision, the market share of J&J products increased from 40% in 2009 to 95% in 2013.

Market Analysis: As a product specialist, I led the initiative to design and develop sales tools and to apply market segmentation analysis. Under J&J's flagship Professional Education program, I provided 80+ clinical trainings to 1000+ clients on the latest medical concepts. I achieved 24% annual sales growth in 2009/2010 and 37% in 2011/2012, and was awarded *National Top Sales Achiever*.

Channel Management and Process Improvement: I was responsible for promoting more than 300 products (SKUs). To cover such a wide product spectrum, it was vital to manage inventory and maintain healthy relationships with distributors. I analyzed the current system and procedures and designed a new system and communication procedure for all my key accounts in order to optimize the inventory management. This led to an 8% deduction in distributor costs.

Strong Work Ethic and Crisis Control Ability: In my fourth year in J&J, I encountered a serious product quality issue at one of my key hospitals. The hospital was about to stop using all J&J products and preparing to launch a litigation process. Recognizing my communication and problem solving skills, J&J appointed me as the chief negotiator on this case. My persistent collaboration with the client and J&J's Quality Assurance Department regained the hospital's trust, and saved this critical account worth \$150,000 in annual revenue.

Additionally, I would mention a consistent track record of hard work, commitment to following through, and achieving clear results that have business impact. I'm confident that I can make a contribution at J&J in the [name of] role. I appreciate your time in reviewing my application and look forward to hearing from you.

Sincerely,

Jack Candidate

ALICE AMAZING

1234 Street Address • Washington, D.C. 20000 • (202) XXX - XXXX • amazingalice@gmail.com

Date

Company

Address 1

Address 2

Dear _____,

I am very interested in One Life's Chief Operating Officer position. I have a decade of operations and management experience on Capitol Hill and at a major non-profit organization. I believe I have the combination of knowledge, abilities, and skills to fulfill the responsibilities of this role. Specifically, I bring:

- Significant senior-level operations and implementation experience overseeing financing and budgets and all aspects of strategic planning. This includes implementation across multiple satellite offices.
- Excellent staff management skills, including managing senior level executives towards reaching key goals and supervising teams of up to 80+ diverse staff members. Responsible for staffing strategy and recruitment, training, performance management, and promotions.
- A track record of project management in diverse environments, providing strategic guidance to organization-wide efforts where collaboration was key - critical in my positions at three U.S Senate Offices, the Commission on Long-Term Care, and Media Matters for America.
- Experience creating operational policies and systems that support quality of output and efficiency; this specifically includes building organizational metrics and developing best practice manuals.

In addition, my personal experience and values align deeply with One Life's key mission to help students from low-income communities attend and graduate from college. I grew up in a neighborhood in Louisiana where higher education was out of reach for most families; in my family I was the first person to go to college. Fortunately, I had a few mentors and positive role models who helped me envision college as a possibility and eventually accomplish this critical goal that changed the trajectory of my life. Today, I would welcome the opportunity to help advance the work of an institution that gives other young people the benefits that I did not formally have.

I believe that my operational experience and skill-set, as described above, together with my sincere commitment to your organization's mission, would enable to me successfully fulfill the requirements of the Chief Operating Officer position.

I look forward to hearing from you. Thank you for your consideration.

Sincerely,

Alice Amazing

Leah MBAclient

(202) - XXX - XXXX ▪ 1234 Street Address ▪ City, State XXXXX ▪ MBAclient@gmailcom

Date

Company

Address 1

Address 2

Re: Specific Job Title / Position

Dear Recruiting Team:

I am an MBA student at [Name of Institution] and am writing to express my interest in Citi's Global Banking China Program. I am keen to work on complex financial transactions in a fast-paced environment, and I believe that the China program will enable me to leverage both my international experience and my local Chinese business knowledge and relationships. I have five years of financial services and corporate finance experience, as well as experience launching and managing a small business.

I would bring a solid mix of industry experience coupled with both analytical and interpersonal skills to this position, including:

- **Financial modeling & analysis:** At Ernst & Young I worked with financial models and financial analysis as the basis for my work with over 65+ clients. I often had to delve into the smallest details on financial statements and utilized different modeling and analysis techniques to identify problems and support my findings. During my stint as an entrepreneur, using financial information to drive business decisions, large and small, was a daily practice.
- **Client relationship management:** Over time I have built good interpersonal skills; I am especially adept at developing long-term relationships with key clients. As a result of outstanding client service at Ernst & Young, I was recruited by one of our major clients - a 9,000-employee company and domestic industry leader - and made the youngest member of the senior management team.
- **Capital markets exposure:** At Ernst & Young, I played a key role in four IPO launches and one bond-issuing project with total financing of over US\$4.8 billion. At the aforementioned client firm to which I was recruited, I managed the IPO team, working closely with senior management, the investment bank, and the accounting firm. We wrote significant parts of the IPO documents, including the Prospectus and Roadshow Investor Manual.

I believe that this previous work experience and my overall finance and business will allow me to make an immediate contribution to Citi's Global Banking China program, and I very much hope to have the opportunity to speak with you more.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Leah MBAclient

Vanessa College

3705 Commons Circle, Chevy Chase, MD 20045 * vncollege@yahoo.com * 240.406.8888

Date

Ms. Kate Randell, National College Recruiter
[Company]
Address 1
Address 2

Re: Management Development Program

Dear Ms. Randell,

I am writing to express my interest in the Management Development Program at [Company]. I am a senior at [Name of University] majoring in business and finance, and graduating in May 2015. Having held several internships during the summers and worked part-time on campus, I have about 1.5 years of relevant work experience in [data management] and [customer service].

I was impressed to learn about this program, and I believe I have the educational background, business training, and some related work experience that would make me a good fit for this program, and help me contribute to the company's goals. Specifically, I would like to mention:

- **Bachelor's degree in Business Management:** I have taken all major business courses including Accounting, Finance, Statistics, Business Law, Marketing, and Macro /Micro Economics. I have developed solid analytical skills through my coursework, and maintained a consistent 3.0 GPA. In my Business Strategy class, I worked on a special project where my team analyzed a company's business model and competitive landscape and made a decision on whether a particular merger would be beneficial. This project further developed my analytical and statistical researching abilities.
- **Communication and Problem Solving Skills:** In all my jobs I have had to communicate with many different types of customers and have always managed to deliver the highest quality service. I am good at thinking on the spot and trouble shooting a variety of logistical issues and solving problems. For example, while working at the library, students and teachers query about specific authors, titles, and subjects. When the exact book they are looking for is not available, I work with them to determine which book would be the next best option.
- **Teamwork and Leadership:** I have had the good fortune to be given a number of leadership responsibilities on campus, including running the library and being a leader on my college Ultimate Frisbee team. Ultimate Frisbee is a sport built on the foundation of spirit and sportsmanship and has driven me to become a terrific team player. As a team, we have undertaken 60+ hours of volunteer work around Washington, DC, including running numerous food donation programs.

Again, I believe I will be a good addition to your team and I appreciate being considered for the Management Development Program at [Company]. Thank you in advance for taking the time to review my candidacy, and I look forward to hearing from you soon.

Sincerely,

Vanessa College