



WRITING YOUR COVER LETTER

WACKERLE CENTER FOR CAREER, LEADERSHIP AND FELLOWSHIPS

Your cover letter is just as important, if not more important, than your resume. Why? It reveals not only your personal brand, but your work ethic and your attention to detail.

Taking the time to develop a well written and tailored cover letter shows the employer that you are serious about working for them. This is where you make your pitch to the employer by summarizing your skills and experiences that make you the best fit for the job, and express your passion for the job and the company.

CRAFT YOUR BRAND STATEMENT:

MY _____, _____ AND _____
MAKE ME AN EXCELLENT CANDIDATE FOR
THIS OPPORTUNITY.

WHAT TO DO FIRST

REVIEW THE JOB DESCRIPTION AND RESEARCH THE COMPANY

Think about your, experience, skills, background, and passions align with the companies mission and the job description

Complete a STAR Summary
See STAR Summary Worksheet

YOUR EXPERIENCE

Take an inventory of your experiences:

- **Jobs/internships**
- **Class projects**
- **Volunteer work**
- **Co-curricular work**

YOUR BACKGROUND

How does your background make you an ideal candidate?

- **Academic background**
- **Cultural background**
- **Personal interests and values**

YOUR SKILLS

Complete a STAR Summary to identify skills relevant to the job/internships:

- **Writing**
- **Critical Thinking**
- **Adaptability**
- **Time management...**

YOUR PASSIONS

Show them you want it!

- **Why you are excited about the position/company**
- **How you want to contribute to the field/job/company mission**

CRAFTING TIME

Look for keywords and phrases in the company's position description to include. See "How to tailor your resume and cover letter" info sheet.

INTRODUCE YOURSELF

Say who you are, the position you are applying for and summarize your case that you will give detail about below.

PROVIDE EVIDENCE

Support your case! Summarize your education, jobs, co-curricular involvements relevant to the position.

PROVIDE EVIDENCE

Show how enthusiastic you are about the position and relate it to your interests.

SAY THANK YOU

Thank the reader for taking the time to consider you for the position.

Linda Hawkins
Business Development Specialist
OSF Healthcare
3405 N. Seminary St.
Galesburg, IL 61401

August 19, 2020

Re: Summer 2021 Marketing Internship

Linda Hawkins:

I am writing in order to submit my resume for consideration for the 2021 Marketing internship at OSF Healthcare. I am a Communication Studies and Business Administration double major at Monmouth College. **My robust experience in marketing, brand management, analytics and my own personal passion for connecting people to good quality healthcare make me a great candidate for this position.**

As a career assistant in the Wackerle Center for Career, Leadership and Fellowships, I monitored and maintained the center's social media accounts. I shared and created content for our three media channels. My experience creating content specific to different populations of students and alumni helped me hone skills in research, writing and editing. I enjoyed collaborating with the Wackerle Center staff and the fast-paced environment. Additionally, my work resulted in a 5% increase in followers to our social media platforms and an additional increase in open rate to our monthly email newsletter.

Within my courses, I have had the opportunity to build skills in data analytics. Last semester, I had the chance to lead a marketing campaign in my Marketing course that encouraged students to utilize the wellness facilities and classes on campus. I surveyed over 400 students and started a social media campaign to spread the word about wellness activities on campus. My efforts resulted in a 12% increase in attendance to the fitness center and wellness programs. I demonstrated competence in social media and advanced skills in consumer behavior.

I am particularly excited about this position because of the opportunity to manage and assist with creating social content for OSF Healthcare. I am also eager to research digital trends and execute campaigns that promote OSF Healthcare's mission and initiatives on improving its reach and accessibility to the younger generation. I am very passionate about healthcare and wellness and hope to pursue a career in healthcare marketing. This internship matches my goal to contribute to the overall health and wellness of the community.

Thank you for your time and consideration. I would appreciate the opportunity to speak to you further regarding my qualifications. Please let me know if you have any questions or would like more information.

Sincerely,
Jane Doe

**DON'T FORGET YOUR
BRAND STATEMENT**

PRO TIP: After creating your cover letter, put it away for a few hours or a day and come back to it to review. Proof your document carefully! It is highly recommended to have a career coach help you proof to make your document concise.

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