



# Anatomy of a cover letter

**Purpose** The main goals of a cover letter are to introduce yourself, express interest in the position and company/organization, and expand on relevant skills and experiences that are highlighted on your resume through examples.

**Set up** A hard copy of a cover letter will include formal headings as below: your name and address, the date, and the employer's name and address. If you are using letterhead stationery, do not include your name and address. If you are writing an email cover letter, start with the salutation (Dear Mr. Employer).

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- Quick Tips**
- Be specific and concise; keep the cover letter to one page.
  - If you are unable to address the letter to a specific person, address the letter to the Hiring Committee.
  - If you have been referred by an alum or specific contact, mention this within the opening paragraph.
  - Match your typeface and font size to your resume.
  - Demonstrate your knowledge of the position and the organization by tying information you have researched with your targeted skills and experiences in the middle paragraph.
  - Always express appreciation for the employer's consideration of your candidacy.
  - Proofread! Read over your cover letter yourself and have someone else proofread it as well. Try to vary your sentence structure.
  - Your cover letter should be adapted for each position, company, and industry to which you apply

# Sample Cover Letter

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Your Name  
Street Address  
City, State Zip Code

Date

Employer Name  
Title  
Company  
Street Address  
City, State Zip Code

Dear (address to a specific person using full name and title):

## Opening Paragraph

Clearly state your purpose. Identify your interest, the specific position for which you are, and how you heard about the position (LUCIE, website, alum, etc.). This paragraph is an opportunity to captivate the employer with your interest and demonstrate knowledge about the position and organization. Keep the first paragraph brief and to the point and no more than four sentences.

## Middle paragraph(s)

Explain your interest in the employer, the position, and type of work while highlighting your background and experience. This section can be one to two paragraphs and is typically the largest section of your cover letter. Target two to three skills and experiences from your resume and match them to the employer's needs and position. Demonstrate how you are a good match for this position by including what you have learned about the employer/organization. Include how that information has strengthened your interest.

## Closing paragraph

Closing paragraph. Reiterate your interest and enthusiasm for the position, and summarize how your skills can contribute to the organization. Refer to your attached resume when applicable and any other related documents. Thank the reader for the considering you for the position. State that you look forward to the opportunity to further discuss your qualifications. You might include some next steps for getting in touch with the employer to follow up and/or including your contact information (phone, e-mail).

Sincerely,

[Your signature]

# Cover Letter samples

## Sample #1 Standard Paragraph Style Cover Letter

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Jane Brown  
123 New Street  
Bethlehem, PA 18015

February 10, 2018

Elizabeth Kelley  
Supervisor, Media Activation  
Starcom MediaVest Group  
1675 Broadway,  
New York, NY 10019

Dear Elizabeth Kelly, Supervisor, Media Activation:

I am highly interested in the Social Media Associate position with Starcom MediaVest Group advertised through The Center for Career & Professional Development at Lehigh University. Starcom MediaVest Group is an ideal fit for me due to my interests in social marketing and branding. I feel my qualifications are an excellent match for the responsibilities of this position.

As a senior marketing major with minors in entrepreneurship and psychology, my academic background fits well with the nature of your work. Being an active leader in many of my upper level course projects, I took advantage of every opportunity to learn about best practices in social media. This past summer I interned at Marketing Eye and was exposed to many areas of client services. This experience enabled me to understand marketing and consulting strategies and leveraging social media to support an overall branding and media campaign for a client. I worked directly with the lead media director and had the opportunity to present social media campaign ideas to three different clients. These experiences, in and out of the classroom, have solidified my interest in an organization like Starcom MediaVest Group.

In the classroom at Lehigh, I have maintained a strong academic performance throughout four years and have taken the lead on multiple course group projects. Outside the classroom, I have been an active participant and have assumed a leadership role in many of my volunteer activities. Leading a sustainability campaign for my sorority and being a committee leader for the community tutor program have been highlights for me. My involvements at Lehigh, strong academics, and related internship experience convey my outstanding work ethic and enthusiastic energy. After graduation, it is my goal to continue my strong performance with Starcom MediaVest Group.

Attached is my resume, which includes additional leadership and related experiences. I look forward to the opportunity to meet with you to discuss my candidacy in more detail. Please contact me by phone (123-456-7890) or email (jane@lehigh.edu) if you need any additional information. Thank you for your time and consideration.

Sincerely,

Jane Brown

# Cover Letter samples

## Sample #2 Bullet Style Cover Letter

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Jane Brown  
123 New Street  
Bethlehem, PA 18015

February 10, 2018

Elizabeth Kelley  
Supervisor, Media Activation  
Starcom MediaVest Group  
1675 Broadway,  
New York, NY 10019

Dear Elizabeth Kelly, Supervisor, Media Activation:

I am highly interested in the Social Media Associate position with Starcom MediaVest Group advertised through The Center for Career & Professional Development at Lehigh University. Starcom MediaVest Group is an ideal fit for me due to my interests in social marketing and branding. I feel my qualifications are an excellent match for the responsibilities of this position.

Below is a sampling of highlights from my resume that demonstrate the overall value I can bring to support the clients and team at Starcom MediaVest Group:

- Strong academic performance throughout four years as a marketing major with minors in entrepreneurship and psychology
- Leveraging social media through a summer internship with the direct responsibility of consulting with clients to create and present social media campaigns
- Motivating a team of seven students to win second place against 25 other teams in the local business marketing campaign contest
- Recognized leadership through multiple volunteer activities including the initiation of a sustainability campaign for my sorority

My involvements at Lehigh, strong academics, and related internship experience convey an outstanding work ethic and enthusiastic energy. After graduation, it is my goal to continue my strong performance with Starcom MediaVest Group. Attached is my resume, which includes additional leadership and related experiences. I look forward to the opportunity to meet with you to discuss my candidacy in more detail. Please contact me by phone (123-456-7890) or email (jane@lehigh.edu) if you need any additional information. Thank you for your time and consideration.

Sincerely,

Jane Brown