



RAYMOND J. HARBERT
COLLEGE OF BUSINESS

*Office of Professional and
Career Development*

“The Harbert Way”

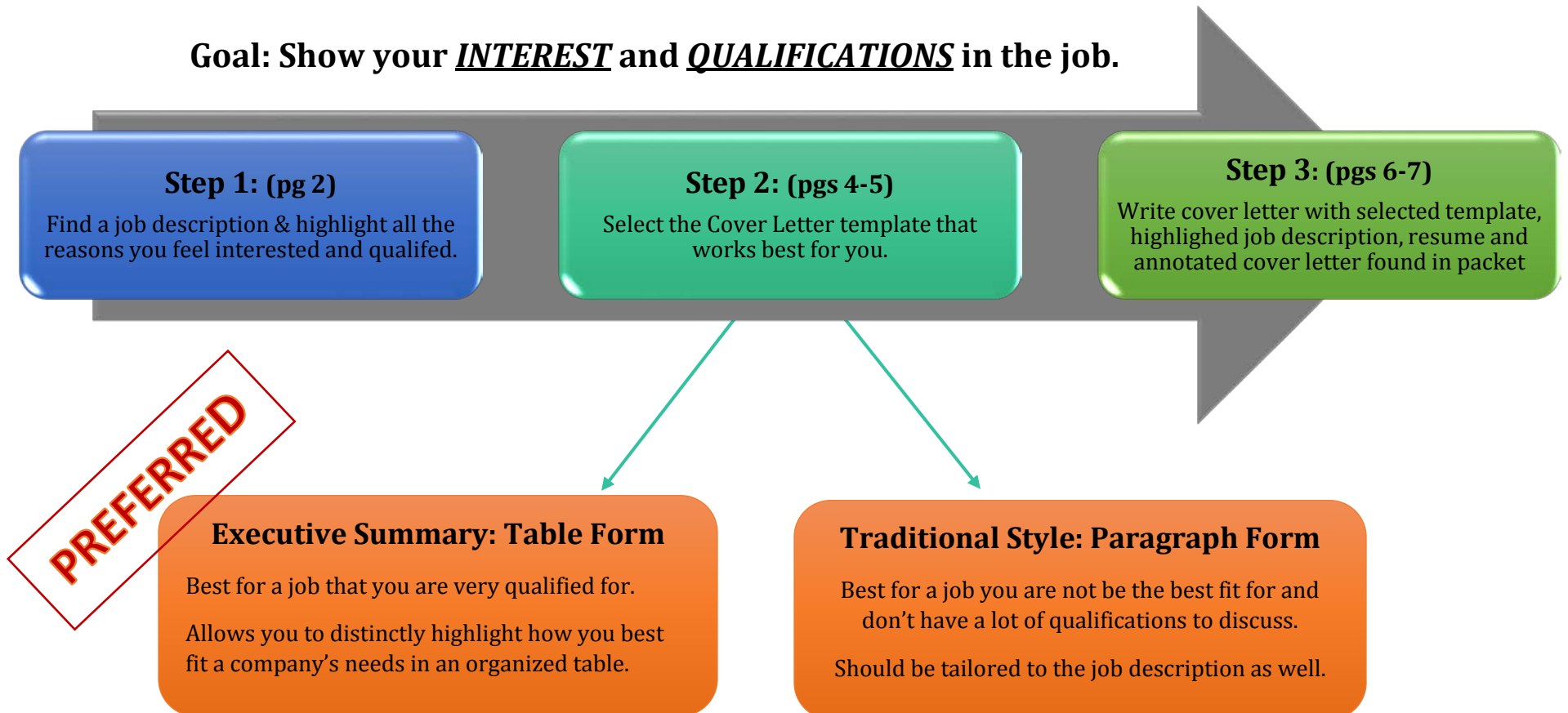
Cover Letter Standard

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Writing An Effective Cover Letter

Goal: Show your *INTEREST* and *QUALIFICATIONS* in the job.



PRIMARY MARKETING

1234 SOUTH ALABAMA AVE. BIRMINGHAM, AL 12345

Marketing Project Coordinator

RESPONSIBILITIES:

Top-level responsibilities of this position include the following:

- Support projects as directed by the project managers and strategists
- Help ensure that projects meet cost, schedule, and quality goals
- Research and assist in the development of strategic marketing plans
- Prepare client presentations and document client meetings and conference calls
- Prepare client-service documents, including reports, presentations, agendas and meeting materials
- Assist with the execution of marketing strategies, including implementing social media programs, loading content in content management systems, and doing minor production work and edits on tactical materials, as directed by project managers and strategists
- Support marketing initiatives and goals, as directed by company leadership
- Coordinate efforts with creative, including sourcing contractors when needed and preparing contractor paperwork
- Maintain client files and archives

Step 1:

Highlight your qualifications and interest found in the job description.

REQUIREMENTS:

- Zero to two years of marketing experience in fast paced marketing environment (internships preferred)
- Bachelor's degree in Business Marketing, Social Science or related field
- Ability to think strategically and apply creative problem solving skills
- Ability to effectively plan assignments, manage time, and juggle multiple varied tasks
- Ability to dive in and approach challenges head on – and the intelligence to ask questions far in advance where needed
- Effective interpersonal skills
- Excellent and demonstrable written and verbal communication skills
- Ability to organize and manage multiple time sensitive projects
- Desire to work in a very fast paced environment
- Ability to present to various groups – large and small – on market research findings
- Ability to work well in a team setting with various levels within an organization

The successful candidate is an organized, problem solving go-getter who enjoys a fun, fast paced environment with a lot of variety. We want a hands on team player passionate about strategic marketing who seeks to grow within a dynamic, entrepreneurial company. As a project coordinator you will gain valuable skills as stepping stone to project management roles within

Anita Career

harbertway@auburn.edu
334-555-5555

PERMANENT ADDRESS

123 Auburn Lane
Atlanta, GA 36832

UNIVERSITY ADDRESS

789 Tiger Drive Apt. 125
Auburn, AL 36830

OBJECTIVE

Seeking a position with Primary Marketing as a Marketing Project Coordinator. that provides the opportunity to work in a team setting, utilizes analytical, organizational, and communication skills to facilitate success, while allowing for professional growth and experience.

EDUCATION

Auburn University, Auburn, AL

May 2017

Bachelor of Science in Business Administration

Major: Marketing Minor: French

Cumulative GPA: 3.78/4.00

- Honors: Harbert Scholarship
- Relevant Coursework: Personal Selling (faculty interview required for class entry)

Institut de Préparation ' L'Administration et a la Gestion (IPAG), Paris, France

January 2015-May 2015

EXPERIENCE

ABC Corporation, Birmingham, AL

August 2016 - Present

Intern – Marketing and Sales Department

- Provide excellent service for customer companies characterized by immediate, thorough resolution of problems and friendly service
- Develop and deliver presentations to 54 prospective customers detailing how merchandise will add to their bottom line across product lines and margin categories
- Utilize effective interpersonal skills resulting in timely problem-solving, enhanced communication and better team collaboration with 9 interns from 6 different colleges

Starbucks Coffee, Auburn, AL

July 2014 - July 2016

Barista/Assistant Manager

- Maintained full-time student status with a 3.78 GPA while working 20 hours a week and was promoted to Assistant Manager in 6 months
- Generated positive results by focusing on customer service, employee development and profitability
- Coordinated with Senior Manager to introduce new product marketing scheme and increase sales by 20%

Auburn University Student Recreation Center, Auburn, AL

January 2014 – July 2014

Facility Attendant

- Monitored patron activity in designated area ensuring safety, satisfaction, and cleanliness at all times
- Demonstrated initiative by recognizing and resolving issues before they arose
- Provided customer service by answering questions and seeking assistance from supervisors when needed

LEADERSHIP & ACTIVITIES

Auburn University Marketing Association (AUMA), Auburn, AL

August 2014 - Present

Vice President / Member

- Collaborate with president to set agenda for weekly meetings and arrange for guest speakers
- Increased membership by 50% for the 2013-2014 academic year during vice presidency term

Auburn University Dance Marathon, Auburn, AL

November 2014-February 2015

Marketing Volunteer

- Attended weekly meetings to discuss marketing and promotion of philanthropic event and recorded team action items
- Contributed 9 social media marketing, print, and advertising ideas to increase awareness and participation by 150% for the 2014 AU Dance Marathon

SKILLS & INTERESTS

- Demonstrated fluency in written and spoken French
- Intermediate knowledge and ability to utilize Salesforce

Click here to enter NAME

Click here to enter e-mail

Click here to enter phone number

PERMANENT ADDRESS

Click **here** to enter street address

Click **here** to enter city, state, and zip code

UNIVERSITY ADDRESS

Click **here** to enter street address

Click **here** to enter city, state, and zip code

Click **here** to enter date

Click **here** to enter company name

Click **here** to enter department

Click **here** to enter street address

Click **here** to enter city, state and zip code

Click **here** to enter salutation : (always address to a particular person)

Step 3:

Select the template that works best for you. (See red box below to help you evaluate and determine which is best.)

Click **here** to enter the introductory paragraph. The first paragraph should state why you are writing. Identify the position you are seeking and the source from which you learned of the opportunity (company website, Tiger Recruiting Link, professor, Career Fair, etc.). Specify your interest in and reflect your knowledge of the organization and position. Specific statements are far more effective than vague generalities. Capture the interest of the reader by giving them a brief overview as to why you are qualified for the job.

Your Needs	My Qualifications
<i>Click here to enter requirement from job description</i>	<ul style="list-style-type: none"> Click here to enter information regarding how you meet their requested need. Don't copy and paste from your resume.
<i>Click here to enter requirement from job description</i>	<ul style="list-style-type: none"> Click here to enter information regarding how you meet their requested need.
<i>Click here to enter requirement from job description</i>	<ul style="list-style-type: none"> Click here to enter information regarding how you meet their requested need.
<i>Click here to enter requirement from job description</i>	<ul style="list-style-type: none"> Click here to enter information regarding how you meet their requested need.
<i>Click here to enter requirement from job description</i>	<ul style="list-style-type: none"> Click here to enter information regarding how you meet their requested need.

Click **here** to enter the closing paragraph. The final paragraph should restate your enthusiasm and interest in the position, along with a future plan of action. If you provide a follow up date, be sure to do so within the time frame. Show your appreciation to the reader for their time and consideration.

Sincerely,

Click **here** to enter your name

Enclosure

Preferred Template

- Executive Summary** is best for a job you are very qualified for.
- Allows you to distinctly highlight how your qualifications meet their needs in a neatly organized table.

Click here to enter NAME

Click here to enter e-mail

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Step 3:

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Click **here** to enter salutation : (always address to a particular person)

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Click **here** to enter the body paragraph(s). The second and third paragraphs should express your interest in the employer and make the connection between the position requirements and how you meet those qualifications that were listed in the job description. Approach your letter from the employer perspective by highlighting two or three experiences or academic achievements that directly relate to the qualifications the employer is seeking. Prove you are the ideal candidate by providing examples of experiences and activities for the position. Be sure to provide enough information that explains why you are qualified without going into specific details found on the resume. The point of the cover letter is to raise the interest of the reader and entice them to look at your resume. Close with a summary sentence of your qualifications and a confident statement explaining how you can make a contribution to the organization.

Click **here** to enter the closing paragraph. The final paragraph should restate your enthusiasm and interest in the position, along with a future plan of action. If you provide a follow up date, be sure to do so within the time frame. Show your appreciation to the reader for their time and consideration.

Sincerely,

Click **here** to enter your name

Enclosure

- **Traditional Style** is an option but does not serve you best when you have a lot of qualifications to discuss.
- Consider this style when you may not be the best fit for a job.
- Should be tailored to the job description

Anita Career
 harbertway@auburn.edu
 334-555-5555

Use the same header as your resume

PERMANENT ADDRESS
 123 Auburn Lane
 Atlanta, GA 36832

UNIVERSITY ADDRESS
 789 Tiger Drive Apt. 125
 Auburn, AL 36830

January 18, 2017

Include date of submission

Mr. Martin Smith
 Primary Marketing
 1234 South Alabama Ave.
 Birmingham AL 12345

Address to a particular person;
 Use a colon after the name in
 the salutation

Step 4:
 Use this annotated cover
 letter to guide you in writing
 your own cover letter.

Dear Mr. Martin Smith:

Include graduation
 date

Include degree
 & major

Reference
 company
 & job title

In anticipation of graduating in May 2017 with a Bachelor's degree in Marketing, I am seeking employment with Primary Marketing as Marketing Project Coordinator. My education, professional experiences and skills are an ideal match for the posting found on Handshake. The experience I have gained at ABC Corporation and Starbucks will help me to exceed your expectations for the position of Marketing Project Coordinator.

Summary
 sentence with
 brief overview
 of why you
 are qualified.

Include how you heard/found out about the job

Use highlighted portions of the job description to compose the "Your Needs" phrases that best apply to you

Your Needs	My Qualifications
<i>Bachelor's degree in Marketing with experience in fast paced marketing environment</i>	<ul style="list-style-type: none"> Graduating in May 2015 with Bachelor of Science in Business Administration with a major in Marketing Intern 25 hours a week for 1 year with ABC Corporation Marketing and Sales Department
<i>Ability to plan assignments, manage time and juggle multiple tasks and projects</i>	<ul style="list-style-type: none"> Balanced 20 hours a week as an Assistant Manager at Starbucks for 2 years while maintaining a full course load, a 3.78 GPA and various campus memberships/activities
<i>Assist with execution of marketing strategies and implementing social media programs</i>	<ul style="list-style-type: none"> Promoted AU Dance Marathon through social media marketing, print and advertising on campus and increased attendance by 150%
<i>Ability to present to various groups – large and small – on market research findings</i>	<ul style="list-style-type: none"> Developed and enhanced communication skills through interaction with customers – one-on-one at Starbucks and presenting to large groups of 50 + prospective customers at ABC Corporation
<i>Effective interpersonal skills & ability to work within various levels of an organization</i>	<ul style="list-style-type: none"> Worked and communicated effectively with 9 other interns to meet goals of ABC Corporation Communicated with hundreds of patrons, managers and coworkers on daily basis at Starbucks

Discuss the things that make you qualified to meet their needs. Do not copy and paste bullets from your resume. Vary the words and combine experiences if needed to make it more impactful.

I welcome the opportunity to elaborate on my experience and how I can make a substantial contribution to Primary Marketing. I look forward to talking with you soon. Thank you for your time and consideration.

Sincerely,

Open the door for them to contact you for an interview.

Close with appreciation

Anita Career

Enclosure

"Enclosure" indicates you have included another document (ex: resume)

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January 18, 2017

Mr. Martin Smith
Primary Marketing
1234 South Alabama Ave.
Birmingham AL 12345

Step 4:
Use this annotated cover letter to guide you in writing your own cover letter. The numbers correspond with highlighted portions of the job description on page 2.

Dear Mr. Martin Smith:

In anticipation of graduating in May 2017 with a Bachelor’s degree in Marketing, I am seeking employment with Primary Marketing as Marketing Project Coordinator. My education, professional experiences and skills are an ideal match for the posting found on Handshake. The experience I have gained at ABC Corporation and Starbucks will help me to exceed your expectations for the position of Marketing Project Coordinator.

	Your Needs	My Qualifications
2, 3, 6, & 9	<i>Bachelor’s degree in Marketing with experience in fast paced marketing environment</i>	<ul style="list-style-type: none"> • Graduating in May 2015 with Bachelor of Science in Business Administration with a major in Marketing • Intern 25 hours a week for 1 year with ABC Corporation Marketing and Sales Department
4	<i>Ability to plan assignments, manage time and juggle multiple tasks and projects</i>	<ul style="list-style-type: none"> • Balanced 20 hours a week as an Assistant Manager at Starbucks for 2 years while maintaining a full course load, a 3.78 GPA and various campus memberships/activities
1	<i>Assist with execution of marketing strategies and implementing social media programs</i>	<ul style="list-style-type: none"> • Promoted AU Dance Marathon through social media marketing, print and advertising on campus and increased attendance by 150%
7	<i>Ability to present to various groups – large and small – on market research findings</i>	<ul style="list-style-type: none"> • Developed and enhanced communication skills through interaction with customers – one-on-one at Starbucks and presenting to large groups of 50 + prospective customers at ABC Corporation
5, 8, & 10	<i>Effective interpersonal skills & ability to work within various levels of an organization</i>	<ul style="list-style-type: none"> • Worked and communicated effectively with 9 other interns to meet goals of ABC Corporation • Communicated with hundreds of patrons, managers and coworkers on daily basis at Starbucks

I welcome the opportunity to elaborate on my experience and how I can make a substantial contribution to Primary Marketing. I look forward to talking with you soon. Thank you for your time and consideration.

Sincerely,

Anita Career

Enclosure

Use this verb list to find action words that will grab the reader’s attention. Choose strong verbs that communicate applicable skills to the employer. **Do not use the same bullets from you resume.**

Skills

Leadership	Recommended	Interviewed	Gathered	Studied	Corrected	Shaped	Charted	
Administered	Replaced	Involved	Identified	Upgraded	Determined	Helping	Classified	
Analyzed	Restored	Joined	Inspected	Utilized	Developed		Coded	
Appointed	Scheduled	Judged	Interpreted	Teaching	Estimated		Collected	
Approved	Secured	Lectured	Interviewed		Measured		Compiled	
Assigned	Selected	Listened	Invented		Planned		Corrected	
Attained	Streamlined	Marketed	Investigated		Prepared		Corresponded	
Authorized	Strengthened	Mediated	Located		Programmed		Distributed	
Chaired	Supervised	Moderated	Measured		Projected		Fled	
Considered	Terminated	Negotiated	Organized		Reconciled		Generated	
Consolidated	Transformed	Observed	Researched		Reduced		Implemented	
Contracted	Communication	Outlined	Reviewed		Coordinated	researched	Incorporated	
Controlled		Participated	Searched		Critiqued	Retrieved	Collaborated	Inspected
Converted		Addressed	Persuaded	Solved	Developed	Contributed	Logged	
Coordinated		Advertised	Presented	Summarized	Enabled	Cooperated	Maintained	
Decided		Arbitrated	Proposed	Surveyed	Encouraged	Counseled	Monitored	
Delegated		Arranged	Publicized	Systematized	Evaluated	Demonstrated	Obtained	
Developed		Articulated	Reconciled	Tested	Explained	Diagnosed	Operated	
Directed		Authored	Recruited	Technical	Facilitated	Educated	Ordered	
Eliminated		Clarified	Referred		Adapted	Composed	Encouraged	Prepared
Emphasized		Collaborated	Reinforced		Applied	Conceptualized	Ensured	Processed
Enforced	Communicated	Reported	Assembled		Condensed	Expedited	Provided	
Enhanced	Composed	Resolved	Built		Created	Facilitated	Purchased	
Established	Conferred	Responded	Calculated		Customized	Familiarized	Recorded	
Executed	Consulted	Solicited	Compared		Designed	Furthered	Registered	
Generated	Contacted	Spoke	Conserved		Developed	Guided	Reserved	
Handled	Conveyed	Summarized	Constructed		Directed	Insured	Responded	
Headed	Convinced	Synthesized	Converted		Displayed	Intervened	Reviewed	
Hired	Corresponded	Translated	Designed	Drew	Motivated	Routed		
Hosted	Debated	Wrote	Determined	Entertained	Prevented	Scheduled		
Improved	Defined	Research	Developed	Established	Procured	Screened		
Implemented	Described		Analyzed	Engineered	Fashioned	Provided	Served	
Increased	Developed		Clarified	Maintained	Formulated	Rehabilitated	Set-up	
Initiated	Directed		Collected	Manufactured	Illustrated	Represented	Submitted	
Inspected	Discussed		Compared	Operated	Initiated	Resolved	Supplied	
Instituted	Drafted		Conducted	Overhauled	Administered	Simplified	Standardized	
Managed	Edited		Critiqued	Printed	Adjusted	Supplied	Systematized	
Merged	Elicited		Detected	Programmed	allocated	Supported	Updated	
Motivated	Enlisted		Determined	Regulated	Analyzed	Volunteered	Validated	
Organized	Explained		Diagnosed	Remodeled	Appraised	Organization	Verified	
Originated	Expressed	Evaluated	Repaired	Assessed	Accommodated			
Overhauled	Formulated	Examined	Replaced	Audited	Achieved			
Oversaw	Furnished	Experimented	Restored	Balanced	Approved			
Planned	Incorporated	Explored	Solved	Budgeted	Arranged			
Presided	Influenced	Extracted	Specialized	Calculated	Catalogued			
Prioritized	Interacted	Formulated	Standardized	Computed	Categorized			
Produced	Interpreted			Conserved				

Personal Qualities

General	General cont.	Direct/Decisive	Supportive	Precise/Reflective	Outgoing/Optimistic
Fast-paced	Innovative	Results-oriented	Consistent	Diplomatic	Persuasive
Structured	Results oriented	Independent	Team-oriented	Analytical	Enthusiastic
Flexible	Customer-oriented	Initiative	Deliberate	Accurate	People-oriented
Provide variety	Highly-organized	Risk-taker	Specialist	Fact-finder	Verbal
Autonomous	Systematic	Decisive	Patient	Systematic	Articulate
Team-oriented	Improvement	Competitive	Attentive listener	Attentive to detail	Optimistic
Supportive	Conservative	Quick	Cautious		Energetic
Friendly	Competitive	Goal-oriented			