

COVER LETTER GUIDE

LEE BUSINESS SCHOOL

CAREER & PROFESSIONAL DEVELOPMENT

LEECAREERS@UNLV.EDU

First Name Last Name

Street Address • City, State, Zip • Email • mobile number • Personal LinkedIn URL

Today's Date

Employer Contact Name

Employer Title

Employer Company Name

Employer Street Address

City, State, Zip

Dear Employer Contact Name or Dear Hiring Manager,

This is the opening paragraph of your cover letter. Start by introducing yourself and explaining why you are writing, what position you are applying for, and why you are excited about the opportunity. Be sure to include your current position/situation, the title of the job/internship you are applying for and one or two reasons why you're excited about the opportunity.

This is the second paragraph of your cover letter. In this section, you want to explain why the employer should hire you, what skills you bring to the table, and why you're a good fit for the company. Be sure to include your skills and previous experience that is relevant to the job/internship your personality traits and soft skills, and why you would be a good fit for the company.

This is the closing paragraph of your cover letter and it can be direct and to the point. Highlight any key points you want to reiterate from earlier in the letter and then indicate how and why you will follow up with them. Be sure to include a thank you a "thank you for their time and consideration, and a reference to the fact that your resume is attached. Optional to repeat your contact information.

Sincerely,

First Name Last Name

Full address is optional | city/state/zip | mobile number | email | Personal LinkedIn URL

Today's Date

Employer Contact Name

Employer Title

Employer Company Name

Employer Street Address

City, State, Zip

Dear Employer Contact Name or Dear Hiring Manager,

I am excited to see your opening for a Social Media Manager. As an enthusiastic marketing professional with comprehensive knowledge of diverse social media channels and strategies, I am well prepared to offer these strengths, and many others, to make a significant impact on your organization as your next Social Media Manager.

My background includes extensive knowledge about marketing, research, and consumer behavior. In my current position as the Social Media Director at Sofa King Creative Group, LLC, I spearhead the following:

- Social Media Department - manage every aspect of content curation, paid digital marketing campaigns and social media analytics for 25+ clients in a variety of industries
- Average follower base of 4,500 on each platform
- My main philosophy as a Social Media Marketer is to always "post with a purpose"

Some of my most notable achievements include creating a successful social media campaign for a nightclub/music venue in Houston that resulted in a 22% increase in sales, 90% sales capacity for every show, 17,000 monthly unique email addresses, and over 2.5 million Facebook and Instagram Impressions. Furthermore, I have increased followers for clients resulting in a base of 30,000-60,000 organic fans within 3 months.

Furthermore, I have considerable customer service, managerial, and collaborative skills. I also bring to the table extensive knowledge in Sprout and Hootsuite, as well as, strong computer proficiencies in Microsoft Office and G-Suite.

I am confident I can offer you the creative, content development, and industry knowledge skills you are looking for. Please contact me at (702) 555-1212 or at (inset email) arrange an interview. Thank you for your time and I look forward to learning more about this opportunity.

Warm regards,

First Name Last Name

COVER LETTER TIPS

- Your cover letter should fit on one page; Keep your paragraphs short and your sentences simple. Three to four paragraphs, each three to five lines in length should be sufficient.
- If you don't know the contact name of the person you're writing to, try calling the employer and/or review the job description. Personalizing the letter is always a plus!
- Put your most important ideas first.
- Your opening sentence should get the attention of the reader and your opening paragraph should clearly communicate your purpose.
- Make sure your letters are oriented toward employers' needs. Tell them about the benefits you will give them. Focus on what you can do for employers, not what you want from them.
- Be assertive about your qualifications without sounding egotistical. Your tone should be professional.
- Write out words – avoid using personal pronouns or abbreviations, except for states (PA) and GPA.
- Do both a "spell check" and a "grammar check;" Proofread, Proofread, Proofread. Poor grammar and spelling is one of the first reasons for an employer to throw your cover letter out.
- If an employer states that a cover letter is "optional", take it upon yourself to make it mandatory.
- If submitting materials electronically, save documents as .pdf or docx files and attach to the email. The body of the email should state that the documents are attached.