

COVER LETTER

WHAT IS IT? HOW DO I MAKE ONE?

Purpose Of A Cover Letter

The cover letter helps you to:

1. Introduce yourself and state your objective.
2. Personalize your resume.
3. Highlight information that addresses the needs and interests of the employer.
4. Show your knowledge of and excitement for the company/organization!

How To Create A Cover Letter

The Career Center's online Resume Builder allows you to create, store and share your cover letter within SCOTLink.

To get started, go to careers.ucr.edu. Log in to SCOTLink, and click "Documents" on the toolbar. In the Resume Builder tab, click "Create New Cover Letter." Complete each step, and click "Save." Click "Continue" to move to the next step:

1. Name and compose your cover letter in the content box.
2. Select a style.
3. Activate it. Your cover letter is now available to view, print and use to apply to job postings in SCOTJobs.

Career Counselors are available to critique your cover letter during drop-in hours or by appointment.

What To Put In A Cover Letter

Your Name
Mailing Address
City, State and Zip Code
Phone Number
Email Address

Today's Date

Your Addressee's Name
Professional Title
Organization's Name
Mailing Address
City, State and Zip Code

Dear Mr./Ms. Last Name:

Use LinkedIn, or the company website, to track down the name of the hiring manager. If you can't find it, name the search committee, hiring manager or team (i.e. "The ABC Project Team" or "The Marketing Department"). If you find the hiring manager's name, be sure to spell it correctly. Never use "To Whom It May Concern."

The opening paragraph begins with an attention-grabbing statement. This establishes a connection with your reader. The paragraph goes on to explain why you are writing the letter. State your purpose, identify the position for which you are applying, and note how you learned about the job opening.

The body of the letter should be one or two paragraphs explaining why you are a strong candidate for this position. It should point out your qualifications, and demonstrate that you know something about the organization and the industry/field. Avoid summarizing your resume, but rather highlight the most interesting points.

In the final paragraph, state how and when the employer may contact you. Do not assume an employer will contact you once you have sent your cover letter and resume. It is your responsibility to follow up. Close by thanking the employer for their time, and mention that you are looking forward to meeting with them.

Sincerely,
Your Handwritten Signature (Include this for letters that need to be mailed.)
Your Name (Type this out for letters that are both mailed and sent electronically.)

Enclosure: resume

Scott Bears
900 University Avenue #3
Riverside, CA 92521
(951) 827-0000
scottbears@ucr.edu

September 4, 2017

Ms. Christina Brown
Vice President
Bright Green Talent
4500 3rd Street
Los Angeles, CA 90210

Dear Ms. Brown:

I was thrilled to come across Bright Green Talent's advertisement for a College Recruiter on GreenBiz.com. As an engaged environmentalist with a passion for people and positive psychology, I've kept an eye on your company with great interest as you've grown your brand and presence. I think I'd be a great addition to Bright Green Talent's Marketing Team because of my excellent interpersonal skills, my knowledge and passion for environmental science and my proven ability to successfully work independently.

The job description requires someone with strong phone skills, an ability to network and an outgoing personality. In my previous work as a marketing intern, I developed my skills in all three areas. I managed clients remotely, coordinated teams of marketing assistants working in our company, doubled my team's number of projects in one year through active business development and received an employee award for active engagement in my company's volunteer programs. If possible, I'd like to channel this experience towards helping Bright Green Talent enrich its partnership with Solar Richmond, and expanding the company's nonprofit partnership program.

I recently graduated from UC Riverside with a Bachelor of Science degree in Environmental Studies with a focus on the educational system. I wrote my senior thesis on how universities are integrating sustainability issues into traditional academic frameworks, in order to prepare students for the 21st century's resource management challenges. This unique background in training and preparation would translate well to helping talented recent graduates find the first steps in their "green career."

I am aware that Bright Green Talent is a small team, and that each person must operate relatively independently. In my previous intern role, I took a leadership position in each of the project teams I worked with, and operated efficiently on remote teams where I had to self-impose deadlines and goals. I look forward to bringing my ability to take the initiative and be self-directed to Bright Green Talent.

Overall, I'd love to add my skills and perspective to Bright Green Talent's Marketing Team, along with my passion for people and sustainability, to grow the business. Please contact me if you have other questions. I look forward to speaking with you.

Sincerely,

Scott Bears
Enclosure: resume