

## Cover Letter Sample: New Graduate

This respondent is a new graduate with a good academic record, knowledge of how to apply her skills and education practically and professionally, and has some outside activities and work experience to talk about.

**Marlene S. Martin**  
1000 East State Road  
Suburb, IL 60009

Date

James F. Smith, Human Resources Director  
Penske Auto Centers, Inc.  
700 S. Orange Avenue  
West Covina, CA 91790

Dear Mr. Smith:

My decision-making, interpersonal, and organizational skills can strengthen the Penske Auto Centers, Inc. management team. As a new college graduate I am eager to apply my education, experience and skills to a management position and was pleased to see Penske's listing for an Entry Level Manager in the University of Illinois Alumni Career Center's online postings. [One more sentence here to show something substantial that you found in your research.]

Penske's requirements for this position include communication skills, and I have extensive experience presenting information about events and organizations to groups as large as 250 people. I am enthusiastic about meeting people, assessing their needs, and using available resources creatively to find effective solutions to business problems. Coordinating the UIC Student Alumni League's activities at the annual Volunteer Fest demonstrates the kind of leadership and communication skills you are seeking. Leading the voter registration project was a key outreach responsibility, and we surpassed our goal to register new voters by 35%.

My 4.2 grade point average is another demonstration of my success in meeting multiple responsibilities, since I worked on campus while carrying a full course load and participating in student organizations. Time management, daily organization of my tasks, and attention to detail helped me to be successful. In addition, my sales position at The Gap gave me the chance to work with the public, and to help customers make decisions on personal and gift purchases, which increased sales and the positive image of The Gap. [Use these items as models; if you have a *specific* example, note it.]

I would welcome the opportunity to meet with you to discuss my qualifications in further detail and to learn more about the business goals Penske Auto Centers, Inc. has set for the future and how the Entry Level Manager's responsibilities contribute to these goals. You may reach me at 708/321-6789, or a msmartin@email.net.

Sincerely,

Marlene S. Martin

## Cover Letter Sample – Experienced Candidate

**Mary Jane Alumna**

619 Smith Street  
Chicago, Illinois 60000  
(773) 321-7456  
mjalumni@email.net

August 5, 200-

Stephen Arnold  
Senior Partner, Healthcare Division  
ABC Health Services Conglomerate  
876 West Main Street  
Anycity, Anystate 00001

Dear Mr. Arnold:

With extensive experience in health care environments, strengths in staff development and design of efficient operating procedures, and a desire for increased responsibility, I present solid qualifications for ABC's Senior Vice President of Operations – Healthcare. My experience includes the hands-on leadership style you are seeking and measurable success meeting responsibilities that are comparable to those of the Senior Vice President. As examples:

- Project management at my last three companies included mentoring the sales force. Recent results were expansion of new business by an annual average of 15%, while increasing overall sales by 20%.
- I restructured a major customer service project at CNA Financial. Adjustments in marketing, operations and targeting prospects for new business development resulted in a 25%+ increase in retained customers, while meeting all original deadlines and 100% of quality control expectations.
- My current position at CNA Financial, as well as my roles at Rush Prudential and Siemens, have had key functions in highly competitive environments that demand my:
  - results-oriented foundation in sales and marketing strategies;
  - contributions to immediate and long-range planning in sales and operations, collaborating with division and regional directors, and company officers;
  - clear direction and support to those who implement the plans.

I would welcome the opportunity to meet with you to discuss my skills and experience further and to learn more about the goals for ABC Health Services and the Senior Vice President Operations – Healthcare. You may reach me at (773) 321-7456, or at [mjalumni@email.net](mailto:mjalumni@email.net).

Sincerely,

Mary Jane Alumna

**EDWARD EXECUTIVE**

8 Winding Road  
Suburb, Illinois 60000  
(987) 321-7654  
edwexec@email.net

October 1, 200-

Mr. Jonathan Smith  
Chief Executive Officer  
Superior Global Products, Inc.  
987 City Center Drive  
City Center, State 90000

Dear Mr. Smith:

The Executive Vice President of Sales/Marketing that you are seeking will be evaluated against the ambitious growth goals you have set for Superior Global Products in FY07. My experience and demonstrated success in the consumer products industry and international strategies, as well as my interest in continuing in a role with global responsibility, bring you a strong candidate. As examples:

***You Need...***

7-15 years' experience in consumer goods

An MBA

Experience with international and licensing issues

A proactive style that challenges ideas and sees new opportunities

A VP who will regenerate sales growth

***I Have...***

10 years' experience in consumer packaged goods

n MBA with a concentration in Marketing

Success launching a 60-product line in Europe and Asia, and establishing licensing rights for distributors in five European countries

Identified the opportunity to launch a broad product line to two more European countries than planned, while meeting manufacturing and domestic distribution goals

Created and positioned innovative marketing campaigns in collaboration with sales managers, resulting in cross-functional adoption and realization of goals and increasing year-over-year revenue from 2003 to date.

The accountability you have outlined for the Executive Vice President includes the internal and external team-building, quick design and ramp-up of campaigns and critical survey of the marketplace and competition that I am seeking as my next challenge. I look forward to hearing from you and to learning when we can discuss your needs and my qualifications in further detail.

Sincerely,  
Edward Executive

**CONFIDENT CAREER CHANGER**

8765 Central Circle Suburb, State 12354  
123.654-0987 careerchanger@xmail.com

August 15, 200-

Ms. Michelle Jones  
Director of Development  
The Center for Youth Programs  
477 West North Street  
Maintown, IL 60000

Dear Ms. Jones:

I am applying for the Program Director position at The Center for Youth Programs. I heard about this opening from Susan Smith, a former board member from The Center. My leadership of committees and special initiatives with two non-profit associations, combined with my success in marketing and product development, present the breadth of skills needed for this position. The Program Director's responsibilities are very similar to those I currently have working with volunteers and also establishing relationships with clients for full-cycle marketing efforts. The Center for Youth Programs has a strong foundation of services upon which to serve educational, recreational and community needs, and I welcome the opportunity to bring my experience and energy to help The Center continue to set and reach programmatic goals.

As the Strategic Planning Committee Chair for the Excellent Non-Profit Association I have participated in an organizational structure and fiscal management review and facilitated the design of a five-year plan. I have the experience you are seeking in volunteer management, as I have recruited and retained volunteers with a high level of commitment to the Excellent Non-Profit Association and previously for the Children's Rights Charity. I also developed an innovative after-school tutoring program in which volunteers served as small-group coaches. Thus, I have a big picture and hands-on program perspective of mission-driven organizations and can readily take on the duties of the Program Director.

I work closely with the Executive Director of the Excellent Non-Profit Association to ensure optimum results – results that recommend well-considered plans so that the goals are reachable. This work has enriched my professional development; the analytical, team-building and decision-making strengths I have utilized as a special projects manager with The Current Major Corporation have been complemented by the consensus model and wise use of fiscal resources and staff talent and energy and volunteers at the Excellent Non-Profit Association.

Joining The Center for Youth Programs would be an exciting challenge, and I would like to discuss my qualifications with you in further detail. You may reach me at 123.654-0987, or at careerchanger@xmail.com. Thank you for considering my application.

Sincerely,  
Confident Career Changer