Cover Letter

A well-written cover letter can make a strong, immediate impression. It may be the first point of contact you have with the employer and introduces you to them. The goal of your letter/email is to have them eager to have you in for an interview. This resource works together with other CPD resources: **Aligning Yourself: Job Description, Aligning Yourself: Company Research,** and **Cover Letter Worksheet**.

The cover letter is one element of your job application package, along with your resume and website/portfolio. It should be written for a specific audience and tailored toward a specific job description. It shows your personality as well as your interest in and knowledge of the employer.

Salutation

- Try to identify the specific person who has the power to hire you in the department or organization.
- Spell his/her name correctly. Be careful about assuming a person's gender from their name. Use LinkedIn to confirm.
- Address the person - Dear Ms/Mr./Mx.: If you do not have a name, address the company as a whole - Dear ArtCenter Team:

Part 1 - Introduction

- State why you are writing, and identify the job for which you are applying. (Make this statement strong + eye-catching.)
- Include your current status (student at ArtCenter, area of study, anticipated completion date).
- Identify, by name, the person who suggested you contact the employer, if applicable.
- Describe why you are interested in the organization or their products and services. Don't simply restate their website or generally tell them how much you like their work. Be specific.

Part 2 - Body *(May be divided in two sections by topic).*

- Align your skills with the employer's needs by communicating how those skills would be valuable to them. This shows that you have done your research. (See **Aligning Yourself: Job Description** and **Aligning Yourself: Company Research.**)
- Describe your education, work experience (including specific projects), and how these have prepared you for the position.
- Be personal; write in your own voice to show your enthusiasm and passion.
- Quantify what you can do.
- Identify special qualities, areas of expertise, or relevant experiences that are not on your resume.
- Present the most relevant information you want the employer to consider.
- Use concrete examples to show why you see yourself fitting in at their company. Why do you want to work with them? What can you contribute to the organization? How does your work align with theirs?

Part 3 - Closing

- Wrap it up and let the employer know that you appreciate their time.
- Using the company name, reiterate your enthusiasm for working with them.
- Indicate the best way to reach you and be specific: email or phone (your preference).
- Identify what you are sending. ("Attached you will find my resume and a link to my portfolio.")
- Be sure to end with a strong and confident closing.
- Include a signature on your email or letter (name, contact info, program at ArtCenter).

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Dear Mr./ Ms./Mx. **[Last Name]**:

I am writing to apply for the **[name of position]** at **[name of company]**. I am currently studying **[name of program]** at ArtCenter College of Design, graduating in **[month, year]**. I learned of this opportunity through **[state where you found the position or if you were referred to it by an instructor/ faculty/ department chair if applicable]**.

My coursework and internship experiences have prepared me well for this position. As an **[intern or other work experience]**, I **[concrete example, show how it meets one or more job requirements]** My project **[project name]** in class **[class name]** allowed me to **[draw parallels between your skills and the needs of the position]**. **[Include a third relevant experience if available and/or appropriate.]**

I have gained experience in **[list skills you developed that are relevant to the position]** through **[list internships, academic projects, freelance opportunities, personal projects etc.]** In my work I strive to **[describe goals, philosophy, approaches, and/or beliefs that match the organization]** In addition, I worked on a project where I **[be specific when describing 1 or 2 relevant projects you worked on]**.

In the past, I **[highlight additional areas or accomplishments that you feel enhance your qualifications for the position including extracurricular activities, travel, language skills, etc.]**.

I am excited and optimistic about this **[name of position]**. With my design approach and my **[specific background]**, I would make a unique contribution to **[name of company]**. Examples of my work can be seen online at **[include link to portfolio/ website]**, and I can be reached at **[insert preferred method of communication]**. I thank you in advance for your consideration, and I look forward to hearing from you.

Sincerely,

Tink Adams
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https://bit.ly/2nysQvi (portfolio)

SAMPLE

**This example is formatted as a PDF attachment. The cover letter may also go in the body of an email.*