

What is a cover letter?

To be considered for almost any full-time position, you will need to write a letter of application. Such a letter serves as an introduction, explains your purpose for writing, highlights two to three relevant experiences, and requests an opportunity to meet personally with the potential employer. Each cover letter you write should be customized to the job and organization for which you are applying. To write a compelling cover letter, carefully read the job description, review the employer’s website, then select two or three of your experiences that relate to the company and the job. The example below effectively depicts three relevant student experiences: creating a blog, a part-time job, and an internship.

The essentials of a cover letter:

Address the letter to the manager or supervisor. Otherwise, “To whom it may concern”

Paragraph 2: Story #1
Describe one experience that is both impressive and relevant to the job. Examples:

- Part-Time Jobs
- Internships
- Volunteer efforts
- Research/Projects
- Student leadership

Paragraph 3: Story #2
Describe a second experience that is both impressive and relevant to the job. Highlight the skills this experience demonstrates.

Closing
Use a professional closing and include your first and last name. (Optional: Some applicants include a digital signature.)

Kayla Williams
 1 Main Street
 Asheville, NC 28801

April 15, 2017

Our Town Times
 123 News Lane
 Asheville, NC 28801

Dear Joy Kelly,

I am writing to express my interest in the Copy Editor position with *Our Town Times* that is posted on UNC Asheville’s Career Center website. As a native of Asheville and avid reader of the *Times*, I have been seeking an opportunity to work for your paper for quite some time and am excited about the possibility of serving in this position. As someone who regularly volunteers at local nonprofits, I have seen firsthand the impact of *The Times*’ emphasis on local community efforts and would enjoy contributing my writing and editing skills to this position.

My interest in editing began in high school when I began my own blog, “Life As a Writer,” which I continue to publish. The blog features my experience as a writer, and interviews with several local editors in Western North Carolina. While in college, I further explored my passion for writing as a sports writer for the school paper, *The Blue Banner*. During my final semester, I even served as Sports Editor for the publication. In this position, I was able to fine tune my skills in reporting and editing while working under tight deadlines.

In addition to my experience with UNC Asheville’s *Blue Banner*, I completed a copy editing internship at *Living Magazine*. The opportunity to connect my personal passion for healthy living with stories about local food, allowed my work to shine. I worked on more than a dozen stories that highlighted the challenges and successes that our local food community is experiencing including articles about a food desert in West Asheville, the impacts of the North Asheville Tailgate Market, and a recent study called, “Hunger in America.” This internship required me to work closely with the editing team on a daily basis, which allowed me to advance my verbal communication skills, teamwork skills and attention to detail.

I am confident that my professional experience and educational background would serve me well as Copy Editor for the *Our Town Times*. It would be my pleasure to work with the *Times*’ award-winning staff on such a well-respected publication. I look forward to the opportunity to interview with you to allow us to further discuss my qualifications for the position. If you have any questions or would like me to provide any additional information, please feel free to contact me at (555) 555-5555 or firstname.last@email.com. Thank you for your time in considering my resume.

Sincerely,

Kayla Williams

Your Address

Today’s Date

Employer’s Address

Format notes

- 1 page maximum
- 11-12 point font
- Choose “standard” fonts such as Calibri, Times New Roman, Arial, Georgia, Verdana

Paragraph 1: Intro
Include the following:

- Purpose of the letter
- Name of the organization
- Job title for which you are applying
- Where you found the job listing
- Why are you a fit with the organization?
- (Optional: If a current employee referred you to this position, state that here.)

Paragraph 4: Conclusion

- Summarize your skills and experiences
- Reiterate your interest in the position
- Reiterate the job title and organization
- Include your email and phone number
- Close with grace and appreciation

Cover Letter Guide: Example 2

Mateo Ortiz
121 Jobbies Blvd.
Asheville, NC 28804

February 13, 2017

Sierra Nevada Brewing Co.
100 Sierra Nevada Way
Fletcher, NC 28732

Dear Marcus Chang,

This summer I came across an article in the *Mountain Xpress* that highlighted the Mills River production facility for having received a Platinum LEED certification. As a passionate environmentalist who spent the lion's share of my academic career in a similarly certified facility, I was moved by Sierra Nevada's commitment to sustainability and it inspired me to seek employment with the company. As such, I was happy to see an opening for a Quality Lab Technician on your web site, and it is with great enthusiasm that I submit my application for this position. As a recent UNCA graduate who has worked as a laboratory intern and field research assistant, I am confident that my diverse skills, strong work ethic, and eagerness to learn will make me an asset to the quality control team.

As you will note in my attached resume, I have experience using a wide range of laboratory equipment and analytical instruments including a gas chromatograph that I used to measure the accumulation of heavy metals in plant tissues and cement leachates. The laboratory experience I am most proud of began in August 2016 at the Minerals Research Laboratory (MRL) in downtown Asheville. There I worked with engineers and lab technicians to develop environmentally conscious and economically viable alternatives to current coal ash disposal methods; work which all of us at the MRL were pleased to see highlighted in a *Mountain Xpress* article this January. During my time at the MRL, I have taken on a variety of roles including research liaison, technology support, technician, and record keeper. Not only am I accustomed to wearing many hats, I sincerely enjoy it and thrive in an environment where no two work days are exactly the same.

In addition to technical skills, I bring an infectious positive attitude, an eye for safety, and the team building and leadership skills that I have honed during my eight years as a whitewater recreation professional. This experience has given me both a keen understanding of group dynamics and an appreciation for the importance of professionalism in the workplace. I believe in bringing the same level of professionalism and attention to detail to all aspects of the Quality Lab Technician position, from routine calibration of pH meters to preparing materials for top-level meetings.

In closing, I am thrilled by the possibility of joining the Sierra Nevada family and would love an opportunity to meet with you and discuss the value that I can bring to the quality control team. I appreciate your consideration and look forward to meeting with you. Please feel free to contact me at first.lastname@email.com or (333) 555-3333 for any questions. I look forward to hearing from you soon.

Warmest regards,



Mateo Ortiz