

SCHOOL OF COMMUNICATIONS

CENTER FOR PORTFOLIO DEVELOPMENT & INTERNSHIPS

COVER LETTER TEMPLATE

Sally Sample
Director of Marketing
XYZ Creative Time

Dear Ms. Sample,

Think of a way to start creatively to get the potential employer's attention. The first paragraph is your introduction. State why you are writing the cover letter and let them know you are student, your major and the internship in which you are applying. If someone referred you, mention that person in this paragraph.

State why you are interested in the organization and show that you've done your research by making reference to what they do or their motto or goals. Tell the potential employer what makes you a good candidate for their position and what you can bring to their organization.

List your key selling points and accomplishments and show how these points relate to your skills. Speak directly to the skill requirements and tasks listed on the job description and relate these to your personal experience and skill set. Engage them and tell a story about how you accomplished something. Add a third party testimonial. For example, "My instructor said she is going to use this project as an example for future classes."

In the closing of the letter let them know your résumé is attached and provide a link to your portfolio website. Say thank you and express your intent to follow-up or some other action (For example: "I look forward to future correspondence").

Sincerely,

John Student
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