

Make sure to **include the header from the top of your resume** and apply that to the top of your cover letter. What is important to accomplish in your marketing documents is to create a brand around yourself. Be sure to use a professional, easy-to-read font, like *Garamond*, *Helvetica*, *Trebuchet MS*, or, in a pinch, *Calibri* or *Times New Roman*.

Find a job description you are interested in applying for and write down **EVERY action verb** in the space below:



Reflect on your **top qualifications**. Which experiences have developed your most **relevant competencies**? List them below:



YOUR NAME Address | Telephone Number | Email Address | LinkedIn

January 1, 20xx

A.) Ms. Jane Doe
Senior Associate
Smith & Associates Accounting Group
123 Barbary Lane
San Francisco, CA 94105

B.) Dear Ms. Doe:

I am submitting my resume in consideration for the Tax Intern position with Smith & Associates Accounting Group, as advertised on the _____ website. Given my background in accounting and extensive leadership experience, I believe this position is a strong match for my skills and career interests.

C.) I developed a keen interest in public accounting while working toward an undergraduate minor in accounting at Rady School of Management. Specifically, my class in Intermediate Accounting allowed me to develop a solid foundation preparing and interpreting accounting information under both RASB and IASB guidelines. As a result, I will be ready to sit for the CPA exam upon graduation. In addition to my academic training, I bring to the position strong interpersonal, communication and leadership skills. My experience as President of the Undergraduate Accounting Society has provided me with the opportunity to successfully lead an organization of more than 100 students, while managing all operations of the organization. Combined with the extensive analytical skills that I developed as the Operations Assistant and Trading Intern, these qualifications make me well-suited to work for Smith & Associates Accounting Group.

D.) As a proven leader, team player and problem-solver, I feel my skills and experience make me an ideal candidate for the Tax Internship position. I would welcome the opportunity to interview for the position, and hope to hear from you soon. Thank you for your time and consideration.

Sincerely,

Your Name

Your Name



Cover Letter Basics

- A.)** Address the cover letter to a specific person or search committee and avoid using To Whom It May Concern as that is not a personal greeting.
- B.)** In the introductory paragraph, state the position you are applying for, how you found out about the position (if this information is noteworthy), and 1-3 reasons why you are a desirable candidate. These reasons may include your interest in the company, impressive skill sets, standout personal traits, experience, or other topics.
- C.)** In the body paragraph(s), discuss the reasons why you are a desirable candidate that you mentioned in the introduction. Be sure to back up each claim with evidence, past experiences or situations that help prove that claim.
- D.)** In the conclusion paragraph, restate your qualifications, express interest in interviewing and thank the reader for their time.

Questions to Consider

Is It Relevant?

It can be tempting to spend your cover letter discussing those skills, experiences, or accomplishments that you yourself find most interesting. However, these will fall on deaf ears unless they are also what will interest the reader/hiring manager: edit your letter with an eye towards what they need to know in order to decide to interview you.

Is It Supported?

Anyone can claim that they have a particular skills or experience. Evidence, in the form of specific past experiences demonstrating the depth and breadth of your abilities, is what convinces the hiring manager that you aren't just anyone.

Can It Be Cut?

Good documents include all the relevant information, great documents cut out the less-important information so the most-critical information is easy for the hiring manager to find. In general, the length of the 2nd draft = the 1st draft minus 10%

Additional career development marketing documents can be found on:

careertools.ucsd.edu