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## COVER LETTER

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The purpose of a cover letter is to introduce yourself and your resume to your prospective employers and to express your interest in the position you are applying for. It should be one page in length and written in standard business format.

**Salutation** – Address the letter to the individual and department you are applying to. If there is not a contact name use “Dear Hiring Manager”. Be sure to include the position title and ID number if provided in the posting.

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Your Name  
City, Province  
Phone Number | Email

January 1, 2020

Recipient Name  
Recipient Title  
Company Name  
Street Address, City, Province, Postal Code

**Re: Position Name & Identification Number**

Dear <Recipient Name>,

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**Paragraph 1 | Introduction** – Introduce yourself to the employer identifying your related educations, skills and experience. Provide a statement about why you are interested in this organization and particular job title that compliments the employer.

**Paragraph 2 | Body** – Highlight your skills, experience, and achievements as they relate to the position you are applying for. Specify how your qualifications specifically match the job posting; give enough detail to illustrate why you are a match to the position. Provide details about the positive outcomes you have achieved rather than listing skills you possess.

**Paragraph 3 | Closing** – Repeat your interest to the employer and that you are confident in your ability to fulfill their requirements. Thank the employer for their time and consideration.

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**Signature** – End with a closing term such as “Sincerely” or “Regards”, two spaces and then your name typed. The two blank spaces provides you an opportunity to sign the letter if appropriate.



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## SAMPLE COVER LETTER

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John Smith  
Kingston, ON  
(613) 544-5400 | johnsmith@student.sl.on.ca

January 1, 2020

Olivia Castle  
Hiring Manager  
Four Media  
123 Gardner's Rd Kingston, Ontario, K7M 3Y4

**Re: Social Media Marketing Manager - K11-2019**

Dear Ms. Castle,

Please accept this as my application to the **Social Media Marketing Manager** position currently advertised on your company website. As a Business Administration Marketing student at St. Lawrence College I appreciate the dedication involved in operating a business striving to provide both excellent value and superb content while also producing a captivating online brand.

My previous experience includes one year as a Marketing Intern; providing social content for a range of platforms to promote coming charity events. In this position I frequently used software programs such as Microsoft Office and Adobe Creative Suite to create content. As a dedicated employee who accepts tasks with positivity, I reliably performed functions such as planning fundraising events, organizing speeches and generating and maintaining relationships with donors.

Furthermore, as a Business Administration Marketing student, I have exceptional teamwork, presentation and communication skills. Most recently in my studies I gained knowledge on the relationships between organizations and its management, employees, customers, suppliers, and community. The knowledge acquired through my first year of studies allows for an understanding of business dynamics and the importance of client satisfaction. With my marketing experience and business knowledge I can offer reliability, team cooperation and quality social media content.

I look forward to the opportunity to meet with you to further discuss how I could assist your team. Please contact me at (613) 544-5400 or johnsmith@student.sl.on.ca to set up a meeting. Thank you for your time and consideration.

Kind Regards,

John Smith