

**ATU**<sup>TM</sup>

Norman Career Services

# Cover Letters

Norman Career Services





# Meet the Team



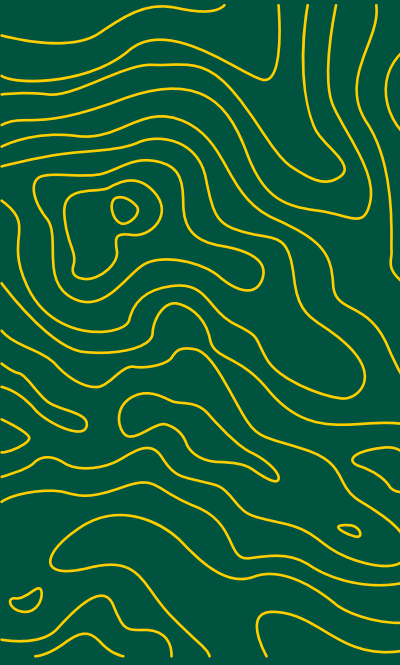
Kyla Stewart  
Employer Relations Coordinator  
kstewart20@atu.edu



Kristen Merritt Beck  
Assistant Dean  
kbeck12@atu.edu



Yushia "Yoshi" Thao  
Career Counselor  
ythao1@atu.edu





### **What and Why?**

What is a cover letter and why write one?



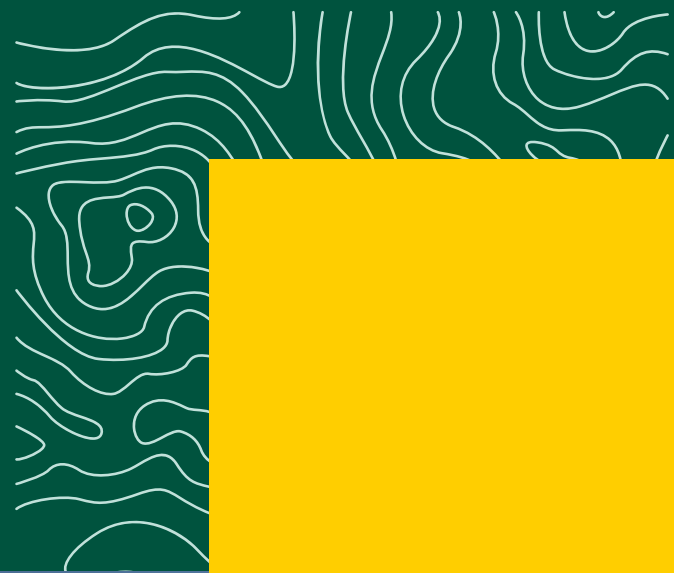
### **Importance?**

What is the importance of a cover letter?



### **How?**

How do I create a cover letter and what do I include?



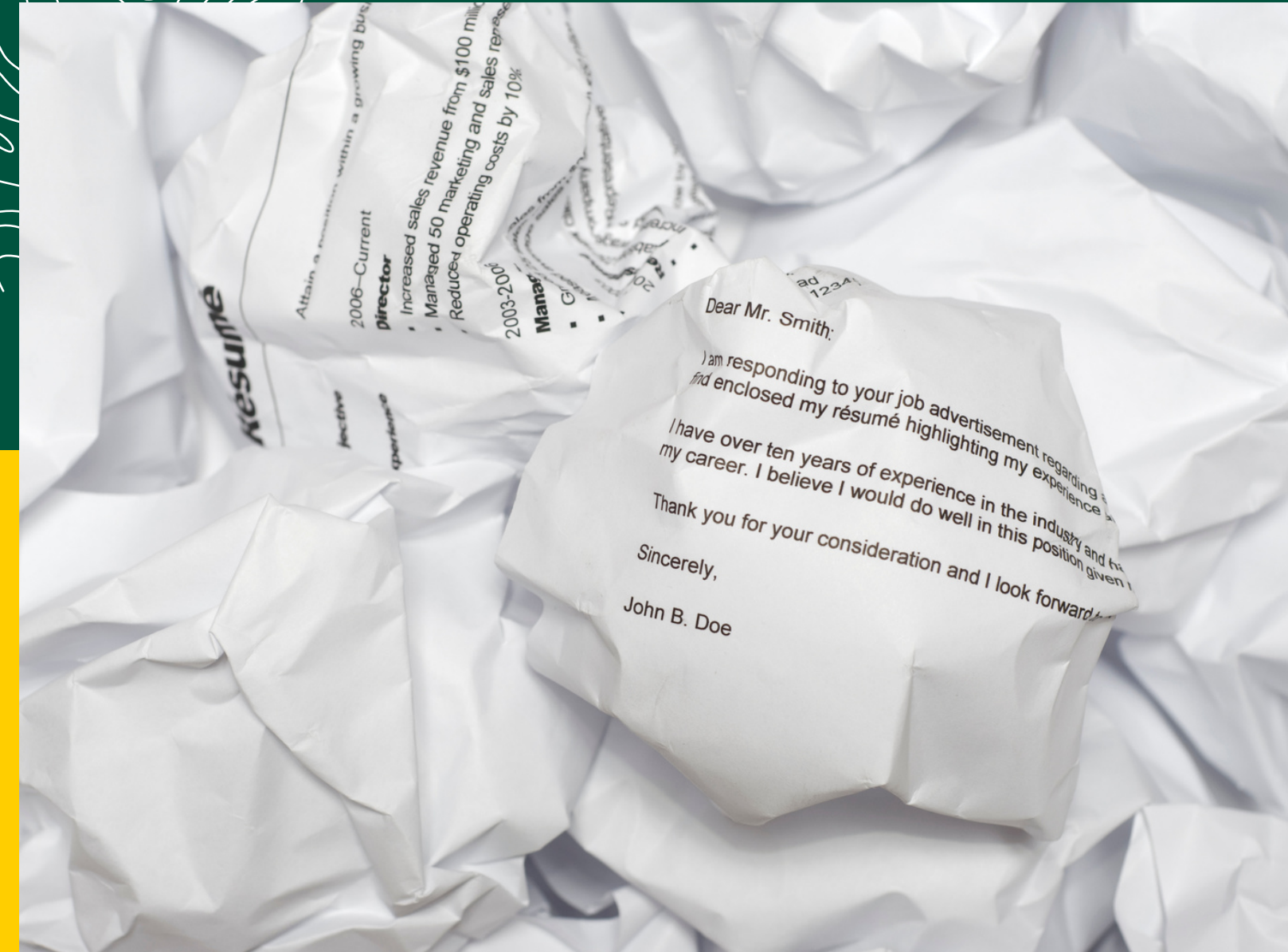
**Why?**



# What and Why?

One page document addressed to hiring managers that includes your contact information, the role you are applying for, and further details surrounding the information in your resume.

- **Provides further detail of your skills.**
- **Allows recruiters to better understand you.**
- **Reflects your voice and written communication skills.**
- **Shows you've done your research.**
- **Serves as a marketing tool.**
- **TIP: your resume is factual. Your cover letter is personal.**





# Importance



# Importance of a Cover Letter

- Highlights your qualifications.
- Helps you stand out as a candidate.
- Demonstrates your interest.
- A chance to explain relationship with someone who referred you.
- Ability to showcase yourself more.
- Allows you to tell your story.
- Not a “one size fits all” document.





# How to Write a Cover Letter



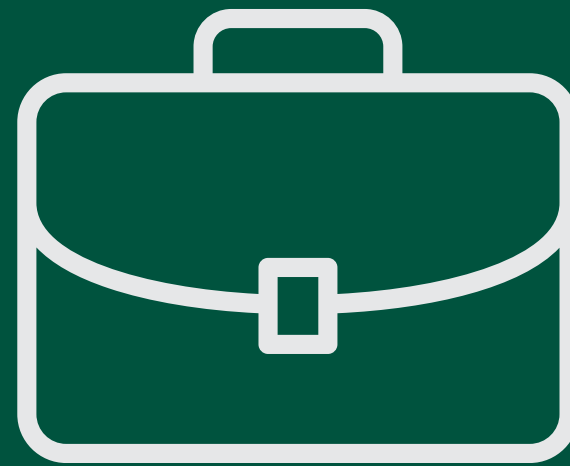


# Cover Letter Tips



## Be Enthusiastic

When crafting a cover letter, you want to convey your enthusiasm, showcase your strengths and convey your suitability for the role in a concise and tailored manner.



## Keep it Professional

Your cover letter should be easy to read and follow, with a clear and professional writing style. Avoid jargon and overly complicated language.



## Tailor Each Letter

When crafting a cover letter, you should be mindful of the job posting, the company culture and the industry. It is important to tailor each cover letter to the specific role you are applying for.

# Formatting Your Cover Letter:

- Address the Contact
- Outline current Job
- Show you've done your research
- Tell them why you're interested
- Tell them why they should be interested in you for the position
- Tailor your cover letter to the job
- Highlight transferable skills, achievements, and versatility
- Neat, brief, and typo-free



# Examples/Samples:

Your Street Address  
Your City, State, Zip code  
Date of Submission

NAME OF PERSON LETTER IS DIRECTED TO

NAME OF COMPANY LETTER IS DIRECTED TO

COMPANY'S STREET ADDRESS

COMPANY'S CITY, STATE, ZIP CODE

Dear NAME OF PERSON LETTER IS DIRECTED TO,

I am writing to explore whether an opportunity might exist to join NAME OF COMPANY as a TITLE OF POSITION YOU SEEK. Having studied YOUR MAJOR at Arkansas Tech University, QUICK EXPLANATION HOW OF YOUR INTEREST IN YOUR MAJOR RELATES WITH YOUR INTEREST IN THE COMPANY. In particular, GIVE A SPECIFIC EXAMPLE OF HOW SOMETHING YOU LEARNED AT ATU HAS DIRECTLY PREPARED YOU FOR THE INDUSTRY THE COMPANY IS SITUATED IN.

My previous relevant work experience includes BRIEFLY EXPLAIN YOUR MOST RECENT WORK EXPERIENCE THAT IS RELATED TO THE COMPANY'S MISSION AND DISIRED POSITION. I also have experience doing EXPLAIN OTHER RELATED WORK EXPERIENCE. The enclosed resume details this experience and my long-standing interest in RELEVANT INTEREST RELATED TO THE COMPANY. I am keen to pursue a career in this field, and feel confident that I would make an effective contribution to your team of TITLE OF POSITION YOU ARE SEEKING. I would welcome the opportunity to discuss any possible openings with you and look forward to hearing from you.

Yours sincerely,

YOUR NAME

YOUR NAME  
YOUR PHONE NUMBER  
YOUR PROFESSIONAL EMAIL  
YOUR LINKEDIN URL OR PERSONAL WEBSITE URL

NAME OF ORGANIZATION YOU ARE APPLYING TO,

I am excited by NAME OF ORGANIZATION YOU ARE APPLYING TO's drive to provide meaningful DISCUSS THE MAIN MISSION/SERVICE OF THE COMPANY. I have found a unique opportunity for a professional, like myself, to add to this profoundly successful and influential organization. Accordingly, I am applying for the opening of TITLE OF THE JOB YOU ARE APPLYING FOR.

Throughout my studies at Arkansas Tech University, I have honed my understanding of LIST YOU MAJOR AND MINOR. Most recently, I found my courses, such as DISCUSS THE COURSES YOU LEANRED THE MOST FROM most beneficial. Through my coursework, I developed key insights into SKILLS HAVE YOU ACQUIRED WHILE AT ATU. In addition, I was part of the university's DISCUSS ON CAMPUS INVOLVEMENT. By partaking in this student group, it helped outline my professional skillset in DISCUSS HOW YOUR ON CAMPUS INVOLVEMENT BUILT SKILLS RELATED TO THE JOB YOU ARE APPLYING FOR.

In addition to my academic experiences, I have professional experiences that I can bring to the opening of TITLE OF THE JOB YOU ARE APPLYING FOR. Most recently, I served as PREVIOUS JOB TITLE at PREVIOUS NAME OF EMPLOYMENT. In my role, I DISCUSS YOUR PREVIOUS DUTIES. Thus, I am comfortable with DISCUSS SKILLS YOU HAVE MASTERED. Furthermore, I accomplished DISCUSS SOMETHING YOU ARE PROUD OF THAT YOU ACHIEVED AT YOUR PREVIOUS EMPLOYMENT.

I am eager to bring to NAME OF ORGANIZATION YOU ARE APPLYING TO my combination of academic and professional skills I have collected from my experiences to ensure success as TITLE OF THE JOB YOU ARE APPLYING FOR.

Should you have further questions, please do not hesitate to contact me at YOUR PHONE NUMBER and YOUR PROFESSIONAL EMAIL.

Sincerely,

YOUR NAME

Your Street Address

Your City, State, Zip code

Date of Submission

Dear NAME OF PERSON/COMPANY LETTER IS DIRECTED TO,

I wish to apply for the post of TITLE OF POSITION YOU ARE APPLYING FOR I saw advertised MENTIONED WHERE YOU SAW THE JON POSTING. I am MENTION WHAT YEAR YOU ARE at Arkansas Tech University majoring STATE YOUR MAJOR. I have a long-standing interest in STATE YOUR INTERESTS RELATED TO THE JOB POSTING, and believe that I have the qualities and experience required to be a successful TITLE OF POSITION YOU ARE APPLYING FOR.

My experiences with NAME OF PREVIOUS EMPLOYER have made me realize that I am attracted to NAME OF COMPANY'S INDUSTRY because WHAT INTERESTS YOU ABOUT WORKING IN THAT PARTICULAR INDUSTRY. I am particularly interested in NAME OF COMPANY because WHAT INTERESTS YOU ABOUT WORKING THERE

I have really enjoyed MENTION PREVIOUS SKILLS AND EXPERIENCES RELATING TO THE JOB POSTING. As PREVIOUS JOB TITLE for PREVIOUS EMPLOYER, I DESCRIBE AN ACCOMPLISHMENT THAT YOU REACHED AND THEN EXPLAIN PREVIOUS WORK EXPERIENCE REALTED TO THIS JOB POSTING.

I would welcome the opportunity to discuss my application with you and look forward to hearing from you.

Yours sincerely,

YOUR NAME

Access here:

<https://www.atu.edu/career/professional-development.php>

# Cover Letter

YOUR NAME  
YOUR CITY, STATE, ZIP CODE  
YOUR CONTACT INFORMATION  
DATE OF SUBMISSION

NAME OF PERSON LETTER IS DIRECTED TO  
NAME OF COMPANY/ORGANIZATION LETTER IS DIRECTED TO  
COMPANY'S STREET ADDRESS  
COMPANY'S CITY, STATE, ZIP CODE

Dear NAME OF PERSON/ORGANIZATION YOU ARE APPLYING TO,

I am excited by NAME OF ORGANIZATION YOU ARE APPLYING TO's drive to provide meaningful DISCUSS THE MAIN MISSION/SERVICE OF THE COMPANY. I have found a unique opportunity for a professional, like myself, to add to this profoundly successful and influential organization. Accordingly, I am applying for the opening of TITLE OF THE JOB YOU ARE APPLYING FOR.

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Should you have further questions, please do not hesitate to contact me at YOUR PHONE NUMBER and YOUR PROFESSIONAL EMAIL.

Sincerely,

YOUR NAME

## Contact Info

## Who it is Directed to

## Intro

- Intent
- How you found the job
- Discuss organization's mission

## Academic Experience

- Class
- Skills
- Projects
- Research

## Professional

- Experience with previous Employer
- Most recent work
- Be sure to gear your experiences to the potential job.

## Closing

# Questions?





# Thank you



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